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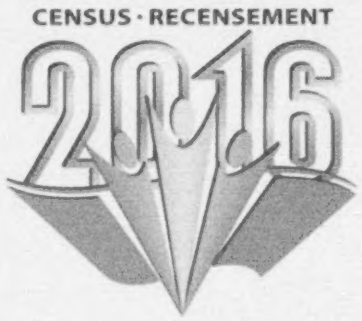

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Note of appreciation

Canada owes the success of its statistical system to a long-standing partnership between Statistics Canada, the citizens of Canada, its businesses, governments and other institutions. Accurate and timely statistical information could not be produced without their continued co-operation and goodwill.

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The following symbols are used in Statistics Canada publications:

.	not available for any reference period
..	not available for a specific reference period
...	not applicable
0	true zero or a value rounded to zero
0^s	value rounded to 0 (zero) where there is a meaningful distinction between true zero and the value that was rounded
^{p}	preliminary
^{r}	revised
x	suppressed to meet the confidentiality requirements of the *Statistics Act*
^{E}	use with caution
F	too unreliable to be published
*	significantly different from reference category ($p < 0.05$)

Acknowledgement

Canada owes the success of its Census of Agriculture to a long-standing partnership between Statistics Canada, Canadian farmers, farm organizations, Agriculture and Agri-Food Canada and other federal departments, provincial departments of agriculture, industry partners and other stakeholders. Accurate, relevant and timely statistical information could not be produced without all your continued co-operation and goodwill.

Statistics Canada would like to thank everyone who attended a data workshop and prepared a submission for the Census of Agriculture content review. We would also like to thank all of the agricultural producers who spent their precious time participating in a focus group, receiving Statistics Canada employees in their home for one-on-one testing or voluntarily participating in the May 2014 Census of Agriculture Test.

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1. Executive Summary

The purpose of the Census of Agriculture (CEAG) project is to provide a comprehensive and integrated profile of the physical, economic, social and environmental aspects of Canada's agriculture industry. As set out in the *Statistics Act*, the CEAG has been conducted nationally in Canada every five years since 1951. The CEAG collects data on the primary agriculture industry. The content includes questions about livestock and poultry, land and crop areas, farm management practices, farm revenues and expenses, capital values for land, buildings and equipment, and the main farm location. A few questions are about the farm operators, their time spent on farm work and other work as well as some information collected about their employees. The CEAG provides a comprehensive snapshot of the industry. Due to its comprehensive enumeration, it allows Statistics Canada to produce high-quality data at a small area level, which are instrumental not only for meeting data needs of the agriculture industry, but also for meeting governments' data requirements to support environmental programs, health programs, trade and crisis management.

To stay relevant, preparing for a new CEAG requires a thorough evaluation of data requirements. The decision to include new questions and to modify or eliminate existing questions is not made in isolation—the input and insight gained from consultations with data users is an integral part of the process. A number of factors, such as program and policy needs, respondent reporting burden, data quality, costs, research, historical comparability, privacy, operational considerations and alternative data sources are taken into consideration.

For the 2016 CEAG, the main priorities were to reduce respondent reporting burden as well as to improve efficiency and cost-effectiveness of the census program. Therefore, the goal of the 2016 CEAG consultations was to focus on core data requirements while seeking feedback on the impact of proposed reduced content and exploring possibilities of finding replacement data sources. New content requirements were explored in light of budgetary constraints and response burden on the one hand, balanced against users' data needs and the need to track industry trends on the other.

This report describes the consultations that took place to determine the content for the 2016 CEAG and the process that was followed to test and determine which topics could be potentially retained for the 2016 CEAG.

Over 460 invitations were sent out to direct contacts who were also encouraged to forward the invitations to additional users and stakeholders of the CEAG data. A total of 168 persons responded by attending one of the 13 consultation workshops held across the country in October 2012. A variety of industry stakeholders in the agricultural community participated in these workshops. They represented producer associations, farm organizations and advisory groups, and various data users from Agriculture and Agri-Food Canada (AAFC), provincial agricultural departments, university researchers, other departments and other divisions within Statistics Canada.

Following these workshops, more than 200 submissions for content changes were received. Over one thousand comments and suggestions were evaluated and those that met the basic acceptance criteria moved on to testing with farm operators. Proposed questions were tested through seven focus groups and 248 one-on-one interviews with farm operators. Content determination culminated with the Census Test on May 13, 2014. A random sample of 9,000 farms (across Canada) was selected to participate voluntarily in this Census Test.

Participation of agricultural producers in focus groups, one-on-one testing in their home or farm, or online and mail with the May 2014 Census of Agriculture Test was crucial to the success of determining the 2016 CEAG content. Their comments and suggestions were very useful to clarify certain instructions or to adjust wording and terminology, which improved the questions and answer categories. Their participation also helped to improve the understanding and flow of the questions (whether on paper or online) to make it as easy as possible to fill out the questionnaire.

Statistics Canada has to balance several data user needs for high quality data (including the need to track emerging industry trends) with the potential reporting burden data collection imposes on Canadian producers. The decision to retain, remove or add new content was guided by this overarching goal.

Users and stakeholders provided strong support for the questions included in the discussion questionnaire. The majority of the questions in the 2016 CEAG should be identical to questions on the 2011 CEAG. This is important for maintaining the ability to track long-term trends in the industry and to meet the ongoing needs of users and stakeholders. Users and stakeholders recommended that three new topics be added where space was freed up. These new questions on direct marketing, technology and succession planning reflect changes in the industry along with strong data-user demand.

2. Background

Statistics Canada continually reviews its programs to maintain relevance and efficiency. Following each CEAG, the content is reviewed thoroughly prior to the next census cycle to ensure that the program stays relevant.

The Red Tape Reduction Action Plan launched by the federal government in 2010,[1] was a key driver to further reduce response burden on producers for the 2016 CEAG cycle. Response burden had to be reduced by 7% from the 2011 CEAG. All new data requirements by data users were scrutinized for potential replacement by administrative data.[2] To reduce response burden, Statistics Canada investigated and evaluated these potential administrative data sources from both the private sector and government that could replace, in whole or in part, CEAG content.

To address the Government's red tape reduction recommendations and concerns expressed by some farmers with respect to timing and reporting burden, the 2016 CEAG aimed for a reduction in completion time for farmers, increased Internet uptake and lower follow-up efforts.

On the content front, a simple approach was taken by reducing the footprint of the paper questionnaire. The questionnaire was reduced from a 16-page legal-size format to a 16-page letter-size format. This was achieved by proposing to reduce some content from the 2011 CEAG and adding new content only where space was freed up as a result of deleting questions from the 2011 version.[3]

While preparing their submissions, data users were asked to keep response burden in mind before asking for new content. They were asked to identify content that is no longer needed or that could be replaced by data from administrative programs. They were also asked to provide feedback on a discussion questionnaire, which proposed potential removal of some questions.

Statistics Canada followed a rigorous process to determine which questions would be retained on the 2016 CEAG questionnaire once consultations were completed and submissions received, processed and analysed. This process is described in further detail in Section 4.

In the final analysis, Statistics Canada has to balance several data user needs for high quality data (including the need to track emerging industry trends) with the potential reporting burden that data collection imposes on Canadian producers. The decision to maintain, remove or add new content was guided by this overarching goal.

1. PM Announces Red Tape Reduction Commission whose mandate is (in part) "… to get rid of unnecessary intrusions." http://pm.gc.ca/eng/media.asp?id=3894 (accessed June 19, 2014).
2. In this context, administrative data refers to information collected in the administration of agriculture or related programs or data collected by other surveys. Examples of administrative data for agriculture include AgriInvest and AgriStability data, crop insurance data and satellite imagery data.
3. Other burden reductions for the 2016 CEAG include offering Internet as the first method of collecting data, as well as lessening follow-up efforts.

3. Census of Agriculture Mandates and Objectives

Statistics Canada is responsible for conducting a Census of Agriculture under Section 20 of the *Statistics Act*.[4] The Act gives the Chief Statistician the authority to conduct a census of agriculture every ten years in years ending in "1"; and in every tenth year in years ending in "6" by Order in Council. The Governor in Council also has the power to prescribe the questions to be asked in any census taken by Statistics Canada (Section 21).

The 2016 CEAG will be the 22nd national census since 1871. The decennial CEAG from 1871 to 2011 was conducted in all provinces and territories. Early censuses of agriculture in years ending in "6" were conducted only in the Prairies provinces from 1896 to 1946.[5] Starting in 1956, the coverage was expanded to a national level. Table 1 shows the changes made to the CEAG frequency over time.

The objectives of the Census of Agriculture are to:

a. maintain an accurate and complete list of all farms and types of farms to ensure optimal survey sampling at the lowest cost and least response burden by categorizing all farms by farm type and size, reducing the need to contact a large number of farmers for surveys, and by allowing the survey program to estimate for small farms, eliminating the need to contact these smaller farms between censuses

b. provide comprehensive agriculture information for detailed geographic areas, such as counties, information for which there is no other source and is critical to formulate and monitor the programs and policies on environment, health and crisis management for all levels of government

c. provide measurement of rare or emerging commodities, which is key for disease control and trade issues, and

d. provide critical input to manage federal and provincial governments' expenditures in support of the agriculture sector.

Table 1
History of Previous CEAG

Iteration	Years of National CEAG	Years of CEAG only in Manitoba, Saskatchewan and Alberta	Years of CEAG only in Manitoba and Alberta
1	1871	n.a.	n.a.
2	1881	n.a.	n.a.
3	1891	n.a.	1896
4	1901	1906	n.a.
5	1911	1916	n.a.
6	1921	1926	n.a.
7	1931	1936	n.a.
8	1941	1946	n.a.
9	1951	n.a.	n.a.
10	1956	n.a.	n.a.
11	1961	n.a.	n.a.
12	1966	n.a.	n.a.
13	1971	n.a.	n.a.
14	1976	n.a.	n.a.
15	1981	n.a.	n.a.
16	1986	n.a.	n.a.
17	1991	n.a.	n.a.
18	1996	n.a.	n.a.
19	2001	n.a.	n.a.
20	2006	n.a.	n.a.
21	2011	n.a.	n.a.
22	2016	n.a.	n.a.

4. Act also cited as *Statistics Act*, 1970-71-72, c. 15, s. 1.
5. The 1896 CEAG was only conducted in Manitoba and Alberta.

The CEAG collects data on the primary agriculture industry. The content includes questions about livestock and poultry, land and crop areas, farm management practices, farm revenues and expenses, capital values for land, buildings and equipment, and the main farm location. A few questions are about the farm operators,[6] their time spent on farm work and other work as well as their employees. The CEAG provides a comprehensive snapshot of the industry. Due to its comprehensive enumeration, it allows Statistics Canada to produce high-quality small area data (at the census consolidated subdivision level), which are instrumental not only for meeting data needs of the agriculture industry, but also for meeting governments' data requirements to support environmental programs, health programs, trade and crisis management.

4. Content Determination Method

Statistics Canada recognizes that agricultural producers are the key to the success of the census. This success depends on the willingness of all Canadian producers to complete and return their census questionnaire and, as such, Statistics Canada is continually striving to minimize response burden while producing high-quality data that meets the needs of a wide group of data users. For this reason, Statistics Canada is especially sensitive about the need to strike a balance between incorporating new questions and retaining relevant questions while minimizing respondent reporting burden.

Data user and stakeholder consultations are a key element in determining the content for the next CEAG. Engaging with data users in developing the census questionnaire permits Statistics Canada to:

- better understand and respond to the social and economic priorities of the agriculture sector
- gauge reaction to proposed content changes
- formulate creative solutions inspired by data users and experts.

During the consultations for the 2016 CEAG, data users expressed a strong interest in maintaining content stability from census to census, so that major trends could be measured over time. However, data users also expressed a strong interest in incorporating new questions into the census to reflect significant changes in the industry and to maintain data relevance through time.

4.1 Consultations

Consultations for the 2016 CEAG were conducted through several means:

- Several workshops were conducted across the country soliciting feedback and engaging participants in discussions on what content should be included in the CEAG questionnaire, at which geographic levels and at what frequency.[7]
- Submissions and comments were solicited by contacting known data users and stakeholders of the CEAG using a Feedback and Submission Form (presented in Appendix C). Organizations, individuals and producers across the country were encouraged to share the submission form with others, so that submissions could be sent in by anyone interested.
- Submissions and comments were also solicited through the federal government's Consulting Canadians Website.[8]

6. The questions are limited to information about age and gender of the operators. Other socio-economic data in the past were obtained by linking the CEAG to the Census of Population and the National Household Survey.
7. A complete list of workshop locations is presented in Appendix B.
8. http://www.statcan.gc.ca/eng/consultation/2012/census-recensement-agriculture-eng (accessed June 19, 2014).

4.1.1 Workshops

Thirteen consultation workshops were held across the country in October 2012. A variety of stakeholders in the agricultural community participated. There were two groups of audiences for the workshops: one consisted of industry partners, represented by producer associations, farm organizations and advisory groups, and the other was made up of data users such as Agriculture and Agri-Food Canada (AAFC), provincial agricultural departments, university researchers, other departments and other divisions within Statistics Canada. Through conversations with this broad range of participants from the agricultural community, Statistics Canada was able to obtain a comprehensive picture of data requirements.

In broad terms these workshops were used to:

- present a discussion questionnaire, which proposed some content to be potentially removed thus generating discussion about the impact on stakeholder programs
- understand what data are absolutely needed
- establish contacts and solicit support to obtain producer lists
- discuss the possibilities of acquiring data from administrative sources that might have the potential to replace some census and survey data.

4.1.2 Invitations

Over 460 invitations were sent out to direct contacts who were also encouraged to forward the invitations to additional data users and stakeholders of the CEAG. A total of 168 persons responded by attending one of the 13 consultation workshops held across the country. (A detailed list of the towns where the consultations were held is found in Appendix B).

4.1.3 Consulting Canadians

In addition, through the Consulting Canadians Website, Statistics Canada's received 176 hits. Those who did not participate in the consultation workshops were encouraged to submit written submissions during October 2012.

Following these three methods of consultation, Statistics Canada received more than 200 submissions for content change. Over one thousand comments and suggestions were evaluated and those that met the basic acceptance criteria moved on to testing with farm operators. Table 2 shows the types of organizations that participated at the different consultations, as well as the number of submissions that Statistics Canada received.

Table 2
Attendees and submissions by type of organization

Type of Organization	Number of Attendees	Number of Submissions
Agriculture and Agri-Food Canada	35	44
Agriculture organizations and producer groups – (including NFU and CFA)[1]	32	29
Educational Institutions	1	4
Federal government departments and agencies – (excluding StatCan, AAFC)	5	4
Financial institutions	3	3
Provincial government agricultural and statistical departments	57	60
Statistics Canada	11	3
Federal organizations for supply management – (crown corporation, agencies, councils)	3	2
Provincial Organizations for supply management	10	9
Organic associations	1	19
Others – (including consultants, regional associations, intermediaries, processors, suppliers, individuals, etc.)	10	26
Totals	**168**	**203**
Total number of comments included in the submissions[2]	**1,007**	

1. NFU = National Farmers Union; CFA = Canadian Federation of Agriculture.
2. Some submissions contained comments on more than one topic.

4.2 The Submissions

A discussion questionnaire was created specifically for the consultations to clearly identify the content proposed for removal. This discussion questionnaire consisted of a modified 2011 CEAG questionnaire with proposed content for removal or to be combined.[9] The discussion questionnaire was intended to be a catalyst for discussion on identifying what the data priorities are and what the real potential is for using alternative data sources to replace census questions.

During the workshops, each participant received a copy of guidelines on how to prepare a submission, a *Feedback and Submission Form* and a discussion questionnaire. Participants were informed that only written submissions would be retained for further consideration and analysis.

Data users and stakeholders who could not attend the workshops were provided with electronic copies of the same consultation documents. The *Feedback and Submission Form* had to be received by the end of October 2012, but this deadline was extended to mid-November to accommodate a few stakeholders.

The *Feedback and Submission Form* asked the following questions:

1. Which existing question(s) in the 2011 census questionnaire do you use or intend to use? At what geographic level do you use the data? How do/will you use them? Do they address the needs or priorities of your organization and how?
2. Which existing question(s) in the 2011 census questionnaire would you never use? Why? What are your alternate data sources for these questions?
3. On the Discussion Questionnaire, what change, additional detail or new topic would you like to see on the 2016 Census of Agriculture?
4. Provide a brief explanation of why these data are required.
5. How would these data address the priorities or needs of your organization? What industry, program or policy issues are you attempting to address or answer through these data?
6. What is the required geographic level of the data? (e.g., national, provincial, federal electoral districts or smaller geographic units)
7. What would be the minimum reporting frequency required to make the data useful? (e.g., annual, quinquennial, or a one-time query)
8. Provide your suggestions for the wording of the question(s) you would like to see asked in the 2016 questionnaire.
9. What other data sources address this data need? What are the strengths or limitations of those data sources?
10. Are there any other data within your organization, which can provide the same information as the census, or when combined with census data would be useful for policy purposes? If yes, please list and provide details.

4.2.1 Submitted Content

In total, more than 200 submissions were received, resulting in a total of 1,007 comments.[10] Examining the submissions revealed that several comments were similar and could be grouped by topic. Table 3 shows the 63 topics and the number of comments submitted for each category. A summary of the submissions received is presented in Table 4 and Table 5. The first table focuses on topics that were in the 2011 CEAG and the second table focuses on new topics.

9. The discussion questionnaire can be obtained by contacting the Agriculture Division. Please refer to Appendix G for contact information.
10. In this document, a "submission" refers to a submission form, containing one or more comments, completed by a participant or organization.

Almost two thirds of the comments (648 comments) were related to topics that users wanted to see retained in the CEAG. Most submissions presented justifications on how the data were used, why the topic should be retained and why census data were needed. A larger number of comments focused on organic production, use of input (pesticides, manure or irrigation water) and farm practices (land management, tillage, summerfallow, etc.). Although some proposals suggested dropping content, other users suggested retaining many of these same topics; therefore there was no clear consensus on content to potentially eliminate. Many submissions asked for expanding these topics with more detailed questions. Overall, these suggestions were not feasible due to space limitations on the questionnaire, the commitment to reduce reporting burden and because the CEAG would not be the most efficient method to collect additional data with questions that are considered too specific for a national census.[11]

The second largest group (158 comments) were related to removal of detailed categories for farm expenses, machinery and equipment, and uncommon crops or livestock. Overall, users wanted the detailed information to be retained. They did not want detailed items to be combined into sub-totals (e.g., total crop or livestock expenses) but overall they were satisfied if an alternative administrative data sources like taxation data could replace detailed expense items. They provided suggestions for which categories of farm machinery and equipment could be combined together. Suggestions for more detailed information about organic, genetically modified or bio-product crops were submitted. Also, more detailed information was requested for common and uncommon types of livestock. These suggestions were not feasible either due to the results of testing in previous censuses, space limitations on the questionnaire, the commitment to reduce reporting burden or because the CEAG would not be the most efficient method to collect additional data with questions that are considered too specific for a national census.

The third largest group (109 comments) were related to topics that were initially identified as core to the CEAG. Users expressed their support to retain all core questions by giving examples of how they use CEAG data. Some would have preferred that specific topics be expanded by asking for more detail. These suggestions were not feasible due to space limitations on the questionnaire, the commitment to reduce reporting burden and because the CEAG would not be an efficient method to collect additional data with questions that are too specific for a national census.

There were also suggestions to add new content (92 comments). The most frequently submitted new topics were direct marketing/sales, technology and succession planning. All suggestions for new topics were reviewed and researched. Depending on the results of the research and the testing experience with previous censuses, some were included in qualitative testing. Suggestions that tested well at this stage moved on to quantitative testing in May 2014 in the National Census Test.

11. The assessment process and the evaluation criteria used are described in section 4.2.2.

Table 3
Topics and number of comments submitted

#	Topic category	Step # on 2011 census questionnaire	Step # on 2016 discussion questionnaire	Number of comments received
A. Existing topics with modifications and comments by data users (details in Table 4)				
1.0	All Steps- General support for all questions on census	n.a.	n.a.	8
1.1	General comments on core content	n.a.	n.a.	42
1.2	Bees	23	14	3
1.3	Fruit, berries or nuts	11	10	6
1.4	Greenhouse products	20	12	1
1.5	Gross farm receipts	31	20	7
1.6	Maple tree taps	22	n.a.	3
1.7	Market value of land and buildings	29	19	7
1.8	Mushrooms	21	13	2
1.9	Poultry	24	15 & 16 (Proposed for removal: chicken or turkey production, egg production)	5
1.10	Poultry: hatchery	27	16	3
1.11	Sod, nursery products, Christmas trees	10	9	1
1.12	Total area of land	7	6	8
1.13	Units of measurement	n.a.	n.a.	1
1.14	Vegetables	9	8	3
1.15	Workable and non-workable land	12	11	9
B. Existing core content with removal of categories (details in Table 4)				
1.16	Field crops and hay	8	7 (separate category for caraway seed removed)	21
1.17	Livestock	28	17 (separate categories for rabbits, elk, deer, wild boars removed)	30
1.18	(Farm) Machinery and equipment	30	18 (proposed to combine some categories: all tractors; all farm vehicles; all harvesting equipment; all tillage, cultivation, seeding and planting equipment)	32
	Operating expenses	32	Proposed for removal: detailed expenses to be replaced by taxation data	46
	Operating expenses: crops	32	Proposed for removal: detailed expenses to be replaced by taxation data	8
1.19	Operating expenses: custom/machinery	32	Proposed for removal: detailed expenses to be replaced by taxation data	6
	Operating expenses: livestock	32	Proposed for removal: detailed expenses to be replaced by taxation data	8
	Operating expenses: wages	32	Proposed for removal: detailed expenses to be replaced by taxation data	7
C. Steps and questions proposed for removal (details in Table 4)				
1.20	Baled crop residue	16	Proposed for removal	35
1.21	Computer and Internet access and use	34	Proposed for removal	22
1.22	Inputs (herbicides, insecticides, fungicides, commercial fertilizer or lime)	17	Proposed for removal	57
1.23	Irrigation	18	Proposed for removal	53
1.24	Land management practices (practices and land features)	14	Proposed for removal	55
1.25	Manure	19	Proposed for removal	54
1.26	Operating arrangement	4	Proposed for removal	28
	Operators: names and characteristic	3	Proposed for removal	5
1.27	Operators: live on farm	3	Proposed for removal	9
	Operators: work on the farm and other work	3	Proposed for removal	37
1.28	Organic	35	Proposed for removal	81
1.29	Labour – paid	33	Proposed for removal	46
1.30	Poultry: chicken or turkey production	25	Proposed for removal	36
1.31	Poultry: egg production	26	Proposed for removal	41
1.32	Summerfallow	13	Proposed for removal	39
1.33	Tillage and seeding practices	15	Proposed for removal	50

Table 3 (continued)
Topics and number of comments submitted

#	Topic category	Step # on 2011 census questionnaire	Step # on 2016 discussion questionnaire	Number of comments received
D. New topics proposed by data users (details in Table 5)				
2.1	Agri-tourism	n.a.	n.a.	5
2.2	Animal welfare	n.a.	n.a.	3
2.3	Census date	n.a.	n.a.	1
2.4	Direct sales / marketing	n.a.	n.a.	17
2.5	Education	n.a.	n.a.	7
2.6	Entry and exit of farms	n.a.	n.a.	1
2.7	Environmental practices	n.a.	n.a.	2
2.8	Ethnic food production	n.a.	n.a.	1
2.9	Farm management	n.a.	n.a.	3
2.10	Finance - PIN (Participant Information Number)	n.a.	n.a.	2
2.11	GMO	n.a.	n.a.	8
2.12	GPS data	n.a.	n.a.	1
2.13	Grain storage	n.a.	n.a.	1
2.14	Injuries	n.a.	n.a.	1
2.15	Labour – unpaid	n.a.	n.a.	2
2.16	Marketing	n.a.	n.a.	4
2.17	Non-agricultural sources of on-farm income	n.a.	n.a.	1
2.18	Product processing	n.a.	n.a.	2
2.19	Questionnaire design	n.a.	n.a.	1
2.20	Succession plan	n.a.	n.a.	13
2.21	Technology	n.a.	n.a.	15
2.22	Urban farms	n.a.	n.a.	2
2.23	Waste	n.a.	n.a.	1

4.2.2 Assessment of Submitted Content

All submissions were given a preliminary review by CEAG analysts. This review included a summary of submissions related to each specific topic, an assessment of what other countries are doing, the identification of alternative sources of data (from surveys or administrative programs), different versions of questions that could be tested (including those tested in previous censuses), a list of probing questions to ask to test participants, and a list of industry experts to contact if necessary.

During a group review, CEAG analysts responsible for a specific topic presented their findings and the topics were evaluated using an evaluation grid. The evaluation covered different points, such as issues encountered in past censuses with existing questions, information requirements by program and policy, data demand, the willingness, ability and ease of answering by producers, results from other countries, sensitivity of the topic, past testing results, CEAG objectives, the existence of alternative data, sustainability of the topic (one-time need versus long-term trend), historical comparability, national scope and the possibility of producing intra-provincial data.

All submissions were classified into one of three categories:

1. Topics considered unsuitable for the CEAG: This category included topics that did not meet one or several criteria in the evaluation grid (see Appendix D). They were either not related to primary agriculture, limited to specific regions or not of national scope; they were opinion, subjective, forecast and prediction assessments; they would be difficult to answer because they were either sensitive questions or because they would require lengthy explanation; or they could not simply be answered with a "Yes" or "No" or the responses could not be quantified.
2. Topics considered unsuitable for CEAG collection methods, but nonetheless representing a data need: This category included topics with questions that would be easier to answer with the assistance of an interviewer (questions are not appropriate for self-enumeration, the collection method used by the CEAG), topics for which alternative data

source exist (from surveys or programs); and topics that required detailed questions, which could be asked in a post-census survey targeting a specific group of producers. In addition to avoiding a potential increase in response burden, space limitations in the 2016 CEAG questionnaire were a major factor for screening highly detailed topics.[12]

3. Topics deemed suitable for testing: This category included topics that first pass all evaluation criteria.[13] Different versions of draft questions that could be tested (including those tested in previous censuses) were developed for the first phase of modular testing (described in the following section).

4.3 Testing Submissions

Drafts of the new or revised questions were subjected to an array of tests carried out in collaboration with questionnaire design specialists from Statistics Canada's Questionnaire Design Resource Centre (QDRC).

These qualitative tests were used to:

- obtain feedback from respondents on their overall impressions of and reactions to the proposed content and questions
- test the respondents' perception and thought processes in answering the questions
- assess respondents' understanding of the concepts, terminology, questions and response categories
- assess the availability and ease of reporting of the information as requested
- test respondents' ability and willingness to answer the questions
- test the respondent-friendliness of the questionnaire (i.e., that it is easily understood and can be accurately completed)
- ensure that respondents from all regions understand the questions and in the same way.

In total, four qualitative tests were conducted.[14] Participants were recruited from a list of agricultural operators in proximity to the selected test locations. While avoiding locations that were selected for the previous Census or for recent survey testing, test locations with a sufficient number of diversified farms were selected. At least one test location in each province needed to be selected during each phase of testing. A Statistics Canada employee recruited farm operators of various farm sizes and types, operating arrangements, age, mother tongue and level of schooling. Both French and English versions of the questionnaire were tested. Appendix E shows summary statistics about participation in the different tests.

4.3.1 The Modular Tests

The focus of the two qualitative tests (also called "modular" tests) was on specific new topics or substantially modified questions from the previous census.[15] These tests were used to improve the questions or to confirm that the questions performed well (ease of understanding and ability to complete, willingness to answer, and identify any sensitivities or issues with the topic).

The modular tests were conducted by means of one-on-one interviews with individual producers and by focus groups consisting of ten to twelve producers. Both of these means of testing have specific benefits.

The one-on-one interviews allow interviewers to observe the producer's reaction, perception and thought processes while answering each question. This gives valuable insight into the time it takes for producers to answer each question, which questions require producers to consult records and what calculations could be required.

Focus groups with farmers are suited for more general topics, questionnaire format preferences, insights into attitudes, opinions, concerns and suggestions. They are useful for evaluating farmers' understanding of the language and wording for specific questions or instructions.

12. The 2016 Census of Agriculture questionnaire was reduced in size from a format of 8.5 inches by 14 inches to 8.5 inches by 11 inches.
13. Assumptions made about some criteria such as willingness, ease of answering or sensitivity of the topic were confirmed during one-on-one tests.
14. Copies of different versions of test questionnaire could be obtained by contacting CEAG staff by email at censusofagriculture@statcan.gc.ca.
15. These questions were identified as having some issues and challenges during the processing and validation of the 2011 CEAG.

Modular Test - Phase 1

The first phase of the modular testing was conducted in February 2013 in British Columbia, Manitoba, Ontario and Nova Scotia.

The following new content modules were tested:

- succession planning
- direct marketing practices
- technology used on the farm
- drainage systems.

Other questions were revised to simplify or improve understanding and reporting:

- name and contact information of the person completing the questionnaire
- main farm location and information on farm operators
- farm work and other work
- nursery products
- greenhouse products
- farm practices and land features
- manure application
- irrigation systems
- farm machinery and equipment
- farm receipts and expenses
- paid labour.

If the results for a question were not entirely satisfactory during the first phase of modular testing, the question could be modified and evaluated again in a subsequent test. If the results for a question were sufficiently negative (for example, the questions were too onerous for respondents to answer), these questions were set aside.

Modular Test - Phase 2

The second phase of the modular testing was conducted in March 2013 in Saskatchewan, Quebec and Prince Edward Island. Phase 2 testing focused on addressing issues that arose during Phase 1 testing. Questions were either modified or the position within the questionnaire was altered.

If the results of the second phase of modular testing were deemed satisfactory, the modules were revised (if necessary). The new and revised questions were then combined with the unchanged questions from the 2011 CEAG into an integrated test questionnaire used for integrated testing.

4.3.2 The Integrated Tests

The integrated questionnaire was used to continue testing the new and revised questions and to evaluate the flow of the entire questionnaire. The new and modified questions continued to be improved.

Two rounds of integrated testing were conducted and locations across the country were selected for testing. The tests were conducted by means of one-on-one interviews with producers. The first test was conducted using the paper questionnaire while the second test used an electronic questionnaire developed for Internet data collection. The electronic test replicated the conditions similar to Census day and was done using the participants' computers and Internet browsers.

Integrated Test using Paper Questionnaires

The first Integrated Test was held in May and June 2013 to replicate Census Day in 2016 as closely as possible (usually the second Tuesday of May). Census Day is during a busy period for most farms growing crops in Canada. It was held in Alberta, Saskatchewan, Ontario, Quebec, New Brunswick and Newfoundland and Labrador.

The focus of these tests was to obtain participants' feedback and perception of the entire questionnaire and to test their ability to accurately respond to it. A paper questionnaire was mailed to the participants to be filled out before the scheduled one-on-one interview.

As with the previous phases of testing, questions that tested well in the paper questionnaire were either included in the electronic questionnaire unchanged or slightly modified. The modifications were based on comments received from participants and observations and recommendations from Statistics Canada questionnaire design specialists.

Integrated Test using the Electronic Questionnaire

One-on-one interviews were conducted with agricultural producers to test the electronic questionnaire. This was the final qualitative test. The objective was to evaluate the usability of the electronic questionnaire and to test minor content changes that were made as a result of the previous integrated test.

The entire questionnaire was tested with emphasis on comprehension and fine-tuning of the wording and format. The electronic questionnaire testing was conducted in British Columbia, Alberta, Manitoba, Ontario, Quebec, New Brunswick and Nova Scotia.

4.3.3 Census of Agriculture Test, May 2014

The National Census Test was conducted in May 2014. It included both Census of Population and CEAG test questionnaires. It was meant to test processes and systems, from beginning to end. The reference date for the Census Test, May 13, 2014, was chosen to simulate the timing of the approximate Census date used since 1996. A random sample of 9,000 farms (across Canada) was selected to participate voluntarily in this Census Test.

The test provided the opportunity to study how large numbers of respondents complete the census questions on either the paper questionnaire or the electronic questionnaire. In addition to final content testing, different aspects of collection were tested.

For example, 2016 will be the first time that Internet will be the preferred mode of collection. In 2016, respondents will first receive a letter inviting them to complete their census forms online. If they prefer to fill out a paper questionnaire, they will be required to telephone a call centre and one will automatically be mailed to them. The Census of Agriculture Test also allowed for some fine tuning of the Census Help Line procedures and systems. It helped to estimate how many respondents in 2016 will complete their questionnaire online without a reminder letter or a call from interviewers, etc. This quantitative test helped to identify any systematic reporting problems with questionnaire content by comparing participants' responses to the 2011 CEAG or subsequent agriculture survey information.

5. Content Determination Summary

Tables 4 and 5 present a summary of all the topics received through submissions, the type of testing done and a general assessment.

The proposed modifications to existing CEAG questions are included in Table 4. The first group (4A) covers comments received related to the content identified as core content on the discussion questionnaire. The second and third group (4B and 4C) include steps and detailed answer fields identified as potential for removal in the discussion questionnaire. Within a group, topics are presented in alphabetical order.

Table 5 focuses on new topics submitted by data users. Again, topics are presented in alphabetical order. In both tables, topics are not ordered by level of interest, scoring points, importance or relevance.

For example, in Table 5, the fourth topic is Direct Marketing: the topic was tested in Modular Phase 1 (MP1) and Modular Phase 2 (MP2), Integrated Test-paper questionnaire (IT1) and Integrated Test - electronic questionnaire (IT2). Comments appear in the last column.

Table 4
Modifications and comments by data users about existing topics on the Census of Agriculture

Topic (Step number in 2011 questionnaire)	**Submission received from data users**	**Number of comments submitted**	**Assessment of suggestion** - Does the suggested modification meet the criteria to be included in testing as outlined in the feedback and submission form? What were the results from testing?
1.0 All Steps	General support from data users to retain all questions on the Census of Agriculture form	8	n.a.
4A- Core content on the discussion questionnaire:			
1.1-Core Content Questions	Data are used and address the needs and priorities of data users; retain the core content on the Census of Agriculture	9	All of the core content questions were included in the IT1 and IT2 qualitative testing and some were also tested in MP1 and MP2 testing to ensure terms were universally understood and consistently defined.
	General support to retain the core content on the Census of Agriculture	31	
	Some steps are rarely or never used	2	Industry support for retaining all of the core content questions on the Census of Agriculture was demonstrated.
1.2-Bees (Step 23)	Ask whether the operation rents hives	1	The section on bees was not expanded due to space limitations on the questionnaire. Also, this suggestion would have increased response burden. These additional questions could be evaluated for inclusion in Statistics Canada's Survey, Honey Production, Value and Colonies (3419).
	Topic is not relevant to data user so the data are rarely or never used	2	Industry support for retaining this topic on the Census of Agriculture was demonstrated.
1.3-Fruit, Berries or Nuts (Step 11)	Add a breakout to blueberries for highbush blueberries and wild blueberries	1	Separating blueberries into two categories was assessed. A break out for this topic would take up too much space on the questionnaire. In addition, this suggestion would have increased response burden. The areas of highbush and lowbush blueberries are asked for separately in the Fruit and Vegetables Survey (3407).
	Ask for the area of berries to be harvested and the total area under cultivation separately	1	Separating berries into the area harvested and the area under cultivation would take up too much space on the questionnaire. In addition, this suggestion would have increased response burden.
	Expand question to ask for area to be harvested and total area under cultivation separately	1	Some data are available from the Fruit and Vegetables Survey (3407).
	Add additional 'other' boxes to capture the diversity of crops and ethnic produce produced	1	An attempt to collect such data would result in increased response burden for data that would not be publishable since data on crops that are not widely cultivated (such as ethnic produce) would likely be suppressed for confidentiality protection.
	Ask for the number of fruit trees that are bearing and non-bearing separately	1	There was a breakout for bearing and non-bearing fruit trees in 1996; however it has since been combined. An attempt to collect further detail would result in increased response burden. The producing and non-producing areas are asked for separately in the Fruit and Vegetables Survey (3407).
	Add columns to fruit step for operator to report percentage of production that is organic or sold through direct marketing	1	Additional columns on the percentage organic or sold directly would have to be asked for all commodities and this would have taken up too much space on the questionnaire. An attempt to collect such detailed data would result in increased response burden.
	Add a breakout to grapes for processing and grapes for fresh market/table grapes	1	This topic is too specific for the Census of Agriculture. Some data are available from Statistics Canada's Fruits and Vegetables Survey (3407).

See end of table for notes.

Table 4 (continued)

Modifications and comments by data users about existing topics on the Census of Agriculture

Topic (Step number in 2011 questionnaire)	**Submission received from datausers**	**Number of comments submitted**	**Assessment of suggestion** - Does the suggested modification meet the criteria to be included in testing as outlined in the feedback and submission form? What were the results from testing?
1.4-Greenhouse (Step 20)	Add questions about greenhouse equipment and practices such as the use of automated irrigation and climate control systems including heating and ventilation capabilities, utilization of hydroponic methods, growth medium and water use. Differentiate between high tech greenhouses and lower tech greenhouses. Add a breakout of the crops grown in greenhouses.	1	The use of greenhouse automation in the technology step tested well in the qualitative tests (see Technology below). The greenhouse section was not expanded because it would have taken up too much space on the questionnaire. In addition, this suggestion would have increased response burden. These additional questions are too specific for the Census of Agriculture. These questions could be evaluated to be added to Statistics Canada's Annual Greenhouse, Sod and Nursery Survey (3416).
1.5-Gross Farm Receipts (Step 31)	Data are used and address the needs and priorities of data users; retain the topic	2	Data uses were acknowledged and the topic was included in qualitative testing. Topics that tested well at this stage moved on to quantitative testing in May 2014 in the national Census of Agriculture Test.
	General support to retain the topic on the Census of Agriculture	1	
	Expand to include a breakdown of receipts	1	A breakdown of receipts would take up too much space on the questionnaire. In addition, this suggestion would have increased response burden.
	Topic is not relevant to data user so the data are rarely or never used	3	Industry support for retaining this topic on the Census of Agriculture was demonstrated.
1.6-Maple Tree Taps (Step 22)	Include the volume of sap tapped and include other types of trees that are tapped for syrup	1	Volume information is available from the Statistics Canada's Maple Products Survey (3414). These additional questions are too specific for the Census of Agriculture. Data for other types of trees tapped would likely be suppressed for confidentiality protection.
	Topic is not relevant to data user so the data are rarely or never used	2	Industry support for retaining this topic on the Census of Agriculture was demonstrated.
1.7-Market Value of Land and Buildings (Step 29)	Remove section since more accurate market value data is available from Farm Credit Corporation	1	All suggestions were reviewed and researched. Depending on the results of the research, some were included in qualitative testing. Suggestions that tested well at this stage moved on to quantitative testing in May 2014 in the national Census of Agriculture Test.
	Remove section since operator estimates of market value are not very accurate and administrative data sources exist	1	
	Use tax assessments from the provinces for the market value of land and buildings	1	
	Use administrative data such as the tax assessment provided by the provinces	1	
	Topic is not relevant to data user so the data are rarely or never used	3	Industry support for retaining this topic on the Census of Agriculture was demonstrated.
1.8-Mushrooms (Step 21)	Expand mushroom step to include types, volumes, substrates and packaging	1	The Census of Agriculture is not the preferred way to collect detailed data for this topic. An attempt to collect such detailed data would result in increased response burden for data that would not be publishable due to confidentiality protection. Mushroom production data are collected in the Mushroom Growers' Survey (3411).
	Topic is not relevant to data user so the data are rarely or never used	1	Industry support for retaining this topic on the Census of Agriculture was demonstrated.

See end of table for notes.

Table 4 (continued)
Modifications and comments by data users about existing topics on the Census of Agriculture

Topic (Step number in 2011 questionnaire)	**Submission received from data users**	**Number of comments submitted**	**Assessment of suggestion** - Does the suggested modification meet the criteria to be included in testing as outlined in the feedback and submission form? What were the results from testing?
1.9-Poultry (Step 24)	Data are used and address the needs and priorities of data users; retain the topic on the Census of Agriculture	2	Data uses were acknowledged and the topic was included in qualitative testing. Topics that tested well at this stage moved on to quantitative testing in May 2014 in the national Census of Agriculture Test.
	Add age at slaughter to poultry question to distinguish between commercial and heritage breeds	1	An attempt to collect such data would result in increased response burden for data that would not be publishable since data on heritage breeds that are not widely raised would likely be suppressed for confidentiality protection.
	Change question to ask for the annual inventory of birds instead of the inventory on Census Day	1	Inventories are asked for Census Day to be consistent with past censuses and continue the data series.
	Add a question to ask if the operation has quota	1	Questions about quota were not tested because administrative data are collected through supply management boards.
1.10-Poultry - Hatchery (Step 27)	Administrative data is available for registered production	2	Industry support for retaining this topic on the Census of Agriculture was demonstrated.
	Topic is not relevant to data user so the data are rarely or never used	1	
1.11-Sod, Nursery Products, Christmas Trees (Step 10)	Topic is not relevant to data user so the data are rarely or never used	1	Industry support for retaining this topic on the Census of Agriculture was demonstrated.
1.12-Total Area of Land (Step 7)	Ask for the ownership of land rented by the operation	6	Many respondents are not comfortable sharing detailed information about rented land. Expanding this section would take up too much space on the questionnaire. In addition, this suggestion would have increased response burden. The total area of land was included in the MP1, IT1 and IT2 qualitative tests.
	Ask a question about the ownership of the land	1	
	Ask for the amount of land farmed by geotownship for each operation	1	Micro level data are not publishable and would be suppressed for confidentiality protection.
1.13-Units of Measurement	Clarify reporting units of measurement for each step	1	This topic was discussed with participants during each stage of qualitative testing. In general, units of measurement were understood by most participants.
1.14-Vegetables (Step 9)	Add a column to vegetable step to report percentage of production that is organic	1	Additional columns on the percentage of organic or sold directly for all commodities were not added due to space limitations on the questionnaire. Also, this suggestion would have increased response burden. An attempt to collect further detail of less common practices would likely result in data suppressions for confidentiality protection.
	Add a column to vegetable step to report percentage of production that is sold through direct marketing	1	
	Add additional 'other' boxes to capture the diversity of crops and ethnic product produced	1	An attempt to collect further detail would result in increased response burden for data that would not be publishable since data on crops that are not widely cultivated would likely be suppressed for confidentiality protection.

See end of table for notes.

Table 4 (continued)

Modifications and comments by data users about existing topics on the Census of Agriculture

Topic (Step number in 2011 questionnaire)	Submission received from data users	Number of comments submitted	Assessment of suggestion - Does the suggested modification meet the criteria to be included in testing as outlined in the feedback and submission form? What were the results from testing?
1.15-Workable and Non-Workable Land (Step 12)	Ask if operation has severed or subdivided land parcels	1	These questions are not in scope for the Census of Agriculture, which covers primary agricultural activities.
	Ask for detailed breakout of natural pasture land	1	Regional differences make breakouts for this topic too detailed for the Census of Agriculture. Some of the breakdowns suggested were tested in previous censuses and were found too difficult for respondents. Also, some of the terms are not universally understood or consistently defined across the country. Some suggestions are too detailed or uncommon for the Census of Agriculture. An attempt to collect further detail would result in increased response burden.
	Ask for breakout details of pasture land (such as rotational, type and class of land)	1	
	Ask for breakout of woodlot area from woodlands and wetlands	1	
	Separate woodland pasture from natural land for pasture to provide an estimate for both woodland and natural grassland pastures	1	
	Separate woodlands and wetlands	3	
	Ask for the size of the farmstead	1	The farmstead is included in other land.
4B- Core content with removal of categories or combining categories indicated on the discussion questionnaire:			
1.16-Field Crops and Hay (Step 8)	Data are used and address the needs and priorities of data users; retain the topic	1	Data uses were acknowledged and the topic was included in qualitative testing. Topics that tested well at this stage moved on to quantitative testing in May 2014 in the national Census of Agriculture Test.
	Add a question about biofuel crops	2	This topic is too specific for the Census of Agriculture. It would be less burdensome to target a randomly selected sample of farms that are more likely to grow biofuel crops rather than enumerating all Canadian farms. Data for uncommon crops would likely be suppressed for confidentiality protection. Some data are available from Statistics Canada's Survey of Grain Used for Industrial Purposes (5153). The survey is conducted three times per year. These additional questions could be evaluated to be added to Statistics Canada's Field Crop Surveys (3401).
	Add a question about area of crop grown specifically for bio-products	7	
	Ask a question about area and percent seeded with certified seed	1	Questions regarding organic, GMO or certified seed would have to be asked for all commodity sections. Additional detailed questions could not be added to the commodity sections because it would have taken up too much space on the questionnaire and it would have increased response burden. An attempt to collect further detail on GMO or organic crops would result in increasing burden.
	Ask for percentage of field crops that is either organic or GMO	1	
	Change the order of crops so that similar crops are together	1	The order of crops is grouped by similar crops (grains together, etc). The order of crops listed on the questionnaire has been tested and has worked well for many censuses.
	Move the potato question to the vegetable step	1	Potatoes are not in the vegetable step because they are considered field crops. The order of crops listed on the questionnaire has been tested and has worked well for many censuses.
	Topic is not relevant to data user so the data are rarely or never used	1	Industry support for retaining this topic on the Census of Agriculture was demonstrated.

See end of table for notes.

Table 4 (continued)
Modifications and comments by data users about existing topics on the Census of Agriculture

Topic (Step number in 2011 questionnaire)	**Submission received from data users**	**Number of comments submitted**	**Assessment of suggestion -** Does the suggested modification meet the criteria to be included in testing as outlined in the feedback and submission form? What were the results from testing?
1.16-Field Crops and Hay (Step 8) (continued) Separate category for caraway was removed from the discussion questionnaire.	Support moving caraway from separate category to other crop category	3	Between censuses, the frequency with which individual crops and livestock are reported is studied at the Canada level. The results of this analysis determine which commodities will receive their own question on the questionnaire and which will be included in the "Other - Specify" category, to be filled in by respondents. The separate category for caraway was removed and added to "other" crops for qualitative testing. Changes to topics that tested well at this stage moved on to quantitative testing in May 2014 in the national Census of Agriculture Test.
	Do not move caraway from separate category to other crops category	2	
1.17-Livestock (Step 28) Separate categories for rabbits, elk, deer, wild boars and mink were removed from the discussion questionnaire.	Data are used and address the needs and priorities of data users; retain the topic	3	Data uses were acknowledged and the topic was included in qualitative testing. Topics that tested well at this stage moved on to quantitative testing in May 2014 in the national Census of Agriculture Test.
	Do not move infrequently reported livestock to 'other' category	10	Between censuses, the frequency with which individual crops and livestock are reported is studied at the Canada level. The results of this analysis determine which commodities will receive their own question on the questionnaire and which will be included in the "Other - Specify" category, to be filled in by respondents.
	Add a breakout of dairy and beef calves and steers.	1	A breakout of the dairy and beef calves and steers could not be added to the Census of Agriculture because it would have taken up too much space on the questionnaire and it would have increased response burden.
	Add a breakout for dairy and beef calves	1	
	Ask for a breakout of deer by species	1	The livestock section was not expanded due to space limitations on the questionnaire. Also, this suggestion would have increased response burden. Regional differences make breakouts for some livestock categories too specific for the Census of Agriculture and would result in data being suppressed for confidentiality protection. Some of the breakdowns suggested were tested in previous censuses and were found to be too burdensome for respondents. Local testing for a breakout of meat and dairy goats was completed for the 2011 Census of Agriculture; however, it was not well received by respondents.
	Add breakouts for number of goats (does, bucks, kids) and end use (meat, dairy, fiber)	1	
	Ask for a breakout of goats and deer by intended use	1	
	Add a breakout for goat numbers by use and ask for dairy production	1	
	Add a breakout for goats	1	
	Add a breakout for bison breeding cows	1	A breakout for bison breeding cows was tested for 2011 and showed that the increased detail was not of good quality.
	Add a breakdown of feedlots vs. cow-calf operations	1	Data for cow/calf and feedlot operations can be derived through a custom data request by User Services with data currently collected.
	Add a question on whether the confined feeding operation is owned or operated and whether it is licensed	1	Additional questions for the livestock section could not be added to the Census of Agriculture because it would have taken up too much space on the questionnaire and it would have increased response burden. Also, these topics are not nationally applicable and would result in data being suppressed for confidentiality protection.
	Ask for details on livestock quality programs	1	
	Ask for the Premise Identification Number for traceability	1	Not all operations have a Premise Identification Number and some are not comfortable sharing this information on the Census of Agriculture. Administrative data are collected through traceability programs.
	Keep rabbits as a separate category in livestock	5	All suggestions were reviewed and researched. Between censuses, the frequency with which individual crops and livestock are reported is studied at the Canada level. The results of this analysis determine which commodities will receive their own question on the questionnaire and which will be included in the "Other - Specify" category, to be filled in by respondents. Rabbits remained a separate category during qualitative testing. Suggestions that tested well at this stage moved on to quantitative testing in May 2014 in the National Census Test.

See end of table for notes.

Table 4 (continued)

Modifications and comments by data users about existing topics on the Census of Agriculture

Topic (Step number in 2011 questionnaire)	**Submission received from data users**	**Number of comments submitted**	**Assessment of Suggestion** - Does the suggested modification meet the criteria to be included in testing as outlined in the feedback and submission form? What were the results from testing?
1.18-(Farm) Machinery and Equipment (Step 30) Categories on the discussion questionnaire were combined into tractors; farm vehicles; harvesting equipment; tillage, cultivation, seeding and planting equipment; and all other farm machinery and equipment.	Data are used and address the needs and priorities of data users; retain the topic	10	Data uses were acknowledged and the topic was included in qualitative testing. Topics that tested well at this stage moved on to quantitative testing in May 2014 in the national Census of Agriculture Test.
	Agree with combining machinery categories or provided suggestions for which categories to combine	10	Due to the reduction in paper size of the Census of Agriculture questionnaire, some machinery categories were combined. The combined categories were included in all qualitative testing. Changes to topics that tested well at this stage moved on to quantitative testing in May 2014 in the national Census of Agriculture Test.
	Do not want any machinery combined	4	
	Add a breakdown for leased and owned machinery	1	Additional columns were not added to the machinery section because it would have taken up too much space on the questionnaire and it would have increased response burden. Also, the breakdown is too specific for the Census of Agriculture. An attempt to collect further detail would result in increasing burden for data that would not be publishable for confidentiality protection. Leased and owned data for machinery and equipment are available from Statistics Canada's Farm Financial Survey (3450).
	Add machinery and equipment used for mushroom production	1	Questions are too specific for the Census of Agriculture. Information about the mushroom industry is being captured through Statistics Canada's Mushroom Growers Survey (3411). This would result in increased response burden for data that would not be publishable since data on machinery and equipment not widely used would likely be suppressed for confidentiality protection.
	Ask for the number and not the value of equipment.	1	Industry support for retaining this question on the Census of Agriculture was demonstrated.
	Topic is not relevant to data user so the data are rarely or never used	5	Industry support for retaining this topic on the Census of Agriculture was demonstrated.
1.19-Operating Expenses (Step 32) Detailed expenses were marked for removal from the discussion questionnaire to be replaced by taxation data. Taxation data replacement would combine some expenses together.	Data are used and address the needs and priorities of data users; retain the topic	5	Data uses were acknowledged and the topic was included in qualitative testing. Topics that tested well at this stage moved on to quantitative testing in May 2014 in the national Census of Agriculture Test.
	General support to retain the topic on the Census of Agriculture	12	
	Tax replacement data and combining expense categories will meet data needs	5	All suggestions were reviewed and researched. Replacing the detailed operating expenses with tax data was very well received by respondents during testing. Tax data replacement was tested in MP1, MP2, IT1 and IT2 qualitative testing. The taxation data replacement initiative was subsequently suspended due to budget cuts and the existence of alternative sources of data. Data can be obtained through Statistics Canada's Agricultural Taxation Data Program (3447) and Farm Financial Survey (3450).
	Tax data replacement will meet data needs	11	
	Do not combine expense items together	8	All suggestions were reviewed and researched. Replacing the detailed operating expenses with tax data was very well received by respondents during qualitative testing.
	Ask for the market value of farm assets, amount of debt and sources, participation in government programs, non-farm revenue sources	1	Data can be obtained from Statistics Canada's Farm Financial Survey (3450).
	Add a question about organic operations' expenses	1	This topic is too detailed for the Census of Agriculture.
	Parts of the finance step can be removed	1	Industry support for retaining this topic on the Census of Agriculture was demonstrated.
	Topic is not relevant to data user so the data are rarely or never used	2	

See end of table for notes.

Table 4 (continued)
Modifications and comments by data users about existing topics on the Census of Agriculture

Topic (Step number in 2011 questionnaire)	Submission received from data users	Number of comments submitted	Assessment of suggestion - Does the suggested modification meet the criteria to be included in testing as outlined in the feedback and submission form? What were the results from testing?
1.19-Operating Expenses (Step 32) (continued) Operating Expenses - Crops	Tax data replacement and combining expense categories will meet data needs	2	All suggestions were reviewed and researched. Replacing the detailed operating expenses with tax data was very well received by respondents during testing. Tax data replacement was tested in MP1, MP2, IT1 and the IT2 qualitative testing with farmers. The taxation data replacement initiative was subsequently suspended due to budget cuts and the existence of alternative sources of data. Data can be obtained through Statistics Canada's Agricultural Taxation Data Program (3447) and Farm Financial Survey (3450).
	Do not combine crop expenses together	3	
	Do not combine livestock expenses together	1	
	Do not combine expense items together	2	
Operating Expenses - Custom/ Machinery	Tax data replacement and combining expense categories will meet data needs	1	
	Do not combine expense items together	3	
	Do not combine expense items together and expand section	2	
Operating Expenses – Livestock	Tax data replacement will meet data needs	1	
	Do not combine crop or livestock expenses together	1	
	Do not combine crop expenses together	1	
	Do not combine livestock expenses together	3	
	Do not combine expense items together	2	
Operating Expenses - Wages	Do not combine wage expenses together and expand questions	1	
	Do not combine wage expenses together	5	
	General support to retain the topic on the Census	1	
4C- Steps and questions proposed for removal on the discussion questionnaire:			
1.20-Baled Crop Residue (Step 16)	Data are used and address the needs and priorities of data users; retain the topic	19	Data uses were acknowledged and the topic was included in qualitative testing. Topics that tested well at this stage moved on to quantitative testing in May 2014 in the national Census of Agriculture Test.
	General support to retain the topic on the Census of Agriculture	4	
	Expand question to ask acreage by crop type and use (such as bedding or off-farm sales)	1	The section on baled crop residue was not expanded due to space limitations on the questionnaire. Also, this suggestion would have increased response burden. An attempt to collect further detail would result in increasing burden.
	Topic is not relevant to data user so the data are rarely or never used	11	Industry support for retaining this topic on the Census of Agriculture was demonstrated.
1.21-Computer and Internet Access and Use (Step 34)	Data are used and address the needs and priorities of data users; retain the topic	3	All suggestions were reviewed and researched. Computer/Internet access is no longer seen as a marker of innovation and administrative data are available through the Survey of Household Spending (3508). The computer use and Internet use step was removed from the IT1 and IT2 test.
	General support to retain the topic on the Census of Agriculture	11	
	Topic is not relevant to data user so the data are rarely or never used	8	Some suggestions for other types of technology were included in qualitative testing (see Technology in the table on new topics). Changes to topics that tested well at this stage moved on to quantitative testing in May 2014 in the national Census of Agriculture Test.

See end of table for notes.

Table 4 (continued)

Modifications and comments by data users about existing topics on the Census of Agriculture

Topic (Step number in 2011 questionnaire)	Submission received from data users	Number of comments submitted	Assessment of suggestion - Does the suggested modification meet the criteria to be included in testing as outlined in the feedback and submission form? What were the results from testing?
1.22-Inputs (Step 17)	Data are used and address the needs and priorities of data users; retain the topic	22	Data uses were acknowledged and the topic was included in qualitative testing. Topics that tested well at this stage moved on to quantitative testing in May 2014 in the national Census of Agriculture Test.
	General support to retain the topic on the Census of Agriculture	16	
	Ask for breakout of inputs by weight instead of by area	1	The topic of quantifying inputs was tested for 2011 and it was not well received by respondents as it was time consuming to search through their records to find the amount purchased and then estimate the amount applied. The increased response burden would be unacceptable. Asking for the area of application has a lower response burden for operators. Clarification whether treated seed is to be included was tested in MP1, MP2, IT1, IT2 and May 2014 in the national Census of Agriculture Test.
	Clarify whether seed treatments are to be counted and add estimated quantity of input used	1	
	Ask for breakout of fertilizer by volume and type	2	
	Expand input question to include formulations and rates	2	This topic is too detailed for the Census of Agriculture. Asking for the area of application has a lower response burden for operators than these suggestions. The area of application has been asked in 2011 and previous censuses. These additional questions could be part of post-census surveys such as Statistics Canada's Farm Environmental Management Survey (5044). It would be less burdensome to target a randomly selected sample of farms rather than enumerating all Canadian farms.
	Ask for type, rate, timing and placement of fertilizer	1	
	Ask for intensity of input application instead of area of application	1	
	Expand the section to use, type, amount, timing and method of application	1	
	Add application rate to the inputs section	1	
	Combine herbicides, insecticides, fungicides, commercial fertilizer and lime inputs with the irrigation and manure	1	These concepts are too distinct to combine into one topic.
	Add a question about the disposal of dangerous materials	1	This topic is too detailed for the Census of Agriculture. The proposed questions were mostly open-ended and could not be answered by either "Yes", "No", or a quantitative response. The response would be subjective, difficult to validate and would not produce reliable and robust statistics.
	Topic is not relevant to data user so the data are rarely or never used	7	Industry support for retaining this topic on the Census of Agriculture was demonstrated.
1.23-Irrigation (Step 18)	Data are used and address the needs and priorities of data users; retain the topic	26	Data uses were acknowledged and the topic was included in qualitative testing. Topics that tested well at this stage moved on to quantitative testing in May 2014 in the national Census of Agriculture Test.
	General support to retain the topic on the Census of Agriculture	9	
	The breakout by crop is not necessary. Only use total area irrigated data	3	All suggestions were reviewed and researched. Depending on the results of the research, some were included in qualitative testing. Suggestions that tested well at this stage moved on to quantitative testing in May 2014 in the national Census of Agriculture Test.
	Expand irrigation question to include a breakout for different fruit and vegetable crops and whether those crops are intended for processing or retail markets	1	This section was not expanded due to space limitations on the questionnaire. Also, this suggestion would have increased response burden. This breakout is too specific for the Census of Agriculture. These additional questions could be part of post-census surveys such as Statistics Canada's Agricultural Water Use (5145). It would be less burdensome to target a randomly selected sample of farms that are more likely to use irrigation rather than enumerating all Canadian farms.

See end of table for notes.

Table 4 (continued)

Modifications and comments by data users about existing topics on the Census of Agriculture

Topic (Step number in 2011 questionnaire)	**Submission received from data users**	**Number of comments submitted**	**Assessment of suggestion** - Does the suggested modification meet the criteria to be included in testing as outlined in the feedback and submission form? What were the results from testing?
1.23-Irrigation (Step 18) (continued)	Ask for details on irrigation method	4	These questions are too specific for the Census of Agriculture.
	Ask for source of household and agricultural water sources	2	Questions about irrigation method, source and volume are included in Statistics Canada's Agricultural Water Survey (5145).
	Ask for volume of water used for irrigation annually	1	
	Ask for volume of water used for irrigation annually and breakdown by end use	1	
	Combine irrigation with manure section and herbicides, insecticides, fungicides, commercial fertilizer and lime inputs section	1	These concepts are too distinct to combine into one topic.
	Topic is not relevant to data user so the data are rarely or never used	5	Industry support for retaining this topic on the Census of Agriculture was demonstrated.
1.24-Land Management Practices (Practices and Land Features) (Step 14)	Data are used and address the needs and priorities of data users; retain the topic	27	Data uses were acknowledged and the topic was included in qualitative testing. Topics that tested well at this stage moved on to quantitative testing in May 2014 in the national Census of Agriculture Test.
	General support to retain the topic on the Census of Agriculture	9	
	Add acreage to land management practices (instead of only indicating applicable practices and land features of the operation)	2	Asking for quantitative data was tested for 2011 and was not well received by respondents as it was difficult to report and the relevance was questioned. The increase in response burden would be significant. These additional questions could be part of post-census surveys such as Statistics Canada's Farm Environmental Management Survey (FEMS, 5044). It would be less burdensome to target a randomly selected sample of farms rather than enumerating all Canadian farms.
	Add quantitative data to land management practices	2	
	Expand the question to include acreage, percent change in the past 5 years and reason for adoption	1	
	Expand the question to include erosion control structures	1	To reduce response burden and to reduce the amount of space taken up on the questionnaire, a shortened version of the topic was tested. To be included in qualitative testing with farmers, the concepts had to be universally understood, consistently defined and the question had to be answerable by a "Yes", or "No" response. These topics are too detailed for the Census of Agriculture. An attempt to collect further detail would result in increasing burden. Some detailed land management questions are asked in the Farm Environmental Management Survey (FEMS, 5044).
	Expand the question to include grading	1	
	Add a breakout for owned and rented land for land management practices	1	
	Add an organic question to all land management practices	1	
	Add solar power and wind power to land management practices question	1	
	Expand the question to ask for surface water management (such as land drainage, wetland drainage, damming, dugout creation, water course manipulation, waste water disposal, etc.)	1	
	Add a question about crop rotation sequence	1	
	Add questions about crop rotation sequences and frequency	1	
	Remove crop rotation from land management practices	1	Crop rotation was removed from the land management step for all of the qualitative tests. Additional questions on crop rotation could be part of post-census surveys such as Statistics Canada's Farm Environmental Management Survey (FEMS, 5044). It would be less burdensome to target a randomly selected sample of farms which are more likely to rotate their crop rather than enumerating all Canadian farms.
	Topic is not relevant to data user so the data are rarely or never used	5	Industry support for retaining this topic on the Census of Agriculture was demonstrated.

See end of table for notes.

Table 4 (continued)
Modifications and comments by data users about existing topics on the Census of Agriculture

Topic (Step number in 2011 questionnaire)	**Submission received from data users**	**Number of comments submitted**	**Assessment of suggestion** - Does the suggested modification meet the criteria to be included in testing as outlined in the feedback and submission form? What were the results from testing?
1.25-Manure (Step 19)	Data are used and address the needs and priorities of data users; retain the topic	22	Data uses were acknowledged and the topic was included in qualitative testing. Topics that tested well at this stage moved on to quantitative testing in May 2014 in the national Census of Agriculture Test.
	General support to retain the topic on the Census of Agriculture	13	
	Expand the question to include volume or weight of manure applied	2	The quantity of manure applied was tested for 2011 and it was not well received by respondents because it was difficult to calculate. Asking only for the area of application has a much lower response reporting burden. These additional questions could be part of post-census surveys such as Statistics Canada's Farm Environmental Management Survey (5044). It would be less burdensome to target a randomly selected sample of farms rather than enumerating all Canadian farms.
	Expand the question to include the quantity of manure produced and used	1	
	Expand the question to include volume and source of manure	1	
	Expand the question to ask for application rates, types, timing and application method	1	
	Ask for details on manure treatment and usage	1	These topics are too specific for the census and an attempt to collect further detail would result in increasing burden for data that would not be publishable since data suppressions would likely be required for confidentiality protection.
	Ask for method of manure recovery	1	
	Ask for volume of digested manure	1	
	Combine with land practices section	1	
	Only ask for area of land for each method of application	2	All suggestions were reviewed and researched. Depending on the results of the research, some were included in qualitative testing. Suggestions that tested well at this stage moved on to quantitative testing in May 2014 in the National Census Test. The area of land by method of application and manure form was included in all of the qualitative tests.
	Only ask for form (liquid/solid) and method of application used	1	
	Topic is not relevant to data user so the data are rarely or never used	7	Industry support for retaining this topic on the Census of Agriculture was demonstrated.
1.26-Operating Arrangement (Step 4)	Data are used and address the needs and priorities of data users; retain the topic	12	Data uses were acknowledged and the topic was included in qualitative testing. Topics that tested well at this stage moved on to quantitative testing in May 2014 in the national Census of Agriculture Test.
	General support to retain the topic on the Census of Agriculture	5	
	Expand the question to ask for percent ownership by family members within corporations and partnerships	1	This section was not expanded due to space limitations on the questionnaire. Also, this suggestion would have increased response burden. These questions have to be answerable by a "Yes", or "No" response in order to minimize response burden. Also, these data are available from Statistics Canada's Farm Financial Survey (3450).
	Ask for percent ownership by family	1	
	Expand the question to include cooperatives	1	An attempt to collect further detail for infrequently reported operating arrangements would result in increasing burden for data that would not be publishable as data suppression would likely be required for confidentiality protection. Data on cooperatives are available from Statistics Canada's Farm Financial Survey (3450).
	Ask for the corporation name instead of the operating arrangement	1	The corporation name was asked for in the first Step of the questionnaire for all qualitative tests. The operating arrangement was asked in the IT1 and the IT2 testing. Topics that tested well at this stage moved on to quantitative testing in May 2014 in the national Census of Agriculture Test.
	Topic is not relevant to data user so the data are rarely or never used	7	Industry support for retaining this topic on the Census of Agriculture was demonstrated. Data are required by Statistics Canada for maintaining an accurate and complete database of all farms in Canada.

See end of table for notes.

Table 4 (continued)

Modifications and comments by data users about existing topics on the Census of Agriculture

Topic (Step number in 2011 questionnaire)	**Submission received from data users**	**Number of comments submitted**	**Assessment of suggestion** - Does the suggested modification meet the criteria to be included in testing as outlined in the feedback and submission form? What were the results from testing?
1.27-Operators (Step 3)	Ask for the length of time that the operator has been operating a farm	1	Data for operator characteristics were not incorporated into the questionnaire as they will be available on a cost-recovery basis from the Agriculture-National Household Survey linkage. Some of the data is also available from Statistics Canada's Farm Financial Survey (3450).
	Ask for the amount of experience that the operator has in farm management	1	
	Add a question about the background and years of experience of the farm manager	1	
	Ask for the relationship between multiple operators within the same operation	1	
	Topic is not relevant to data user so the data are rarely or never used	1	Industry support for retaining this topic on the Census of Agriculture was demonstrated.
Operators - Live on Farm	Data are used and address the needs and priorities of data users; retain the topic	1	This topic was reviewed and researched; however there was not a broad demand for the data. This topic was not included in qualitative testing.
	General support to retain the topic on the Census of Agriculture	3	
	Topic is not relevant to data user so the data are rarely or never used	5	
Operators - Work on the Farm and Other Work	Data are used and address the needs and priorities of data users; retain the topic	27	Data uses were acknowledged and the topic was included in all qualitative testing. Topics that tested well at this stage moved on to quantitative testing in May 2014 in the national Census of Agriculture Test.
	General support to retain the topic on the Census of Agriculture	2	
	Condense the 20-29 hours and 30-40 hours categories to 20-40 hours	1	There was high user demand to keep the current hourly categories. The current hourly categories in the census also match the categories in Statistics Canada's Labour Force Survey (3701).
	Condense the hourly categories to just full-time and part-time	1	
	Add a question about percent ownership for each operator that works on the farm	1	Data on the percent ownership by family members are available from Statistics Canada's Farm Financial Survey (3450).
	Add a breakout to the 'other work' question by commodity group	1	Data for "other work by commodity group" and "type of work" were not incorporated into the questionnaire as they are available on a cost-recovery basis from the Agriculture-National Household Survey linkage.
	Expand 'other work' question to ask for type of work and significance to the overall farm operation	1	
	Topic is not relevant to data user so the data are rarely or never used	3	Industry support for retaining this topic on the Census of Agriculture was demonstrated.
1.28-Organic (Step 35)	Data are used and address the needs and priorities of data users; retain the topic	44	Data uses were acknowledged and the topic was included in qualitative testing. Topics that tested well at this stage moved on to quantitative testing in May 2014 in the national Census of Agriculture Test.
	General support to retain the topic on the Census of Agriculture	12	
	Add a question for the acreage under organic management	15	Asking for area in this question is burdensome for respondents as the units differ between crops (for example, greenhouse produce are reported in square meters or square feet while field crops are reported in acres, hectares or arpents). Some quantitative data is available from the certifying bodies.

See end of table for notes.

Table 4 (continued)
Modifications and comments by data users about existing topics on the Census of Agriculture

Topic (Step number in 2011 questionnaire)	Submission received from Data users	Number of comments submitted	Assessment of suggestion - Does the suggested modification meet the criteria to be included in testing as outlined in the feedback and submission form? What were the results from testing?
1.28-Organic (Step 35) (continued)	Add a question about the acreage of specific crops under organic management	1	This topic is too detailed for the census and data for uncommon crops grown under organic management would result in increasing burden for data that would not be publishable since data on low occurrence of different organic practices would likely be suppressed for confidentiality protection.
	Add organic questions to all sections involving commodities or land practices	1	An organic category was not added to each commodity section due to space limitations on the questionnaire. Also, this suggestion would have increased response burden.
	Condense questions or combine with questions about management practices	1	The land management section must be answered by either a "Yes" or "No" response and the organic section requires the certifying body for validation.
	Keep the question about which organic products are produced, but remove the certifying body question	2	The certifying body is required to validate that produce is certified organic.
	Add aquaculture products to organic question	1	Aquaculture is not in scope for the Census of Agriculture. It was also not included in this section due to space limitations on the questionnaire. Also, this suggestion would have increased response burden.
	Add a breakout in organic step for certified sustainable	1	This topic is too detailed for the census. An attempt to collect further detail would result in increased response burden.
	Add a question about the availability and accessibility of funding to support research relevant to organic agriculture	1	These suggestions are too specific for the Census of Agriculture. An attempt to collect the proposed questions would result in increasing burden for data that would not be publishable as data suppressions would likely be required for confidentiality protection. Other suggested questions could not be answered by either "Yes", "No", or a quantitative response. A post-Census organic survey might be a better way to collect data for these questions. It would be less burdensome to target a randomly selected sample of farms organic farms rather than enumerating all Canadian farms.
	Expand the organic question to include growing zone, processing region, and transportation distances for processing and sale	1	
	Topic is not relevant to data user so the data are rarely or never used	1	Industry support for retaining this topic on the Census of Agriculture was demonstrated.
1.29-Labour - Paid (Step 33)	Data are used and address the needs and priorities of data users; retain the topic	27	Data uses were acknowledged and the topic was included in qualitative testing. Topics that tested well at this stage moved on to quantitative testing in May 2014 in the national Census of Agriculture Test.
	General support to retain the topic on the Census of Agriculture	7	
	Reduce the question to only ask for number of employees, and whether they work year-round or seasonal on a full or part-time basis	1	All suggestions were reviewed and researched. Depending on the results of the research, some were included in qualitative testing. Suggestions that tested well at this stage moved on to quantitative testing in May 2014 in the national Census of Agriculture Test.
	Reduce the question to only ask for number of employees and whether they work year-round or seasonal	1	
	Add a question about foreign agricultural workers	3	Suggestions for Foreign Agricultural Workers (FAW) questions were too detailed for the census. An attempt to collect further detail would result in increasing burden for data that would not be publishable as data suppression would be required for confidentiality protection. Also, programs like the FAW change fairly quickly. The CEAG data collected every 5 years would become outdated by the time the results would be released a year after the CEAG reference date.
	Add temporary foreign workers to labour step	1	
	Topic is not relevant to data user so the data are rarely or never used	4	Industry support for retaining this topic on the Census of Agriculture was demonstrated.

See end of table for notes.

Table 4 (continued)
Modifications and comments by data users about existing topics on the Census of Agriculture

Topic (Step number in 2011 questionnaire)	Submission received from data users	Number of comments submitted	Assessment of suggestion - Does the suggested modification meet the criteria to be included in testing as outlined in the feedback and submission form? What were the results from testing?
1.30-Poultry - Chicken or Turkey Production (Step 25)	Data are used and address the needs and priorities of data users; retain the topic	19	Data uses were acknowledged and the topic was included in qualitative testing. Topics that tested well at this stage moved on to quantitative testing in May 2014 in the national Census of Agriculture Test.
	General support to retain the topic on the Census of Agriculture	7	
	Change question to ask about the capacity of empty barns in case barns are empty on Census Day	1	Adding an additional column for capacity was considered; however, it was not tested due to space limitations on the questionnaire. Also, this suggestion would have increased response reporting burden.
	Add an organic category to poultry production question	1	Adding an organic category to this topic is too detailed for Census of Agriculture and would require a similar question for the other commodities. An organic category was not added to each commodity section since it would take up too much space on the questionnaire. In addition, this suggestion would have increased response burden.
	Ask for Premises Identification Number	1	Not all operations have a Premise Identification Number and some are not comfortable sharing this information on the Census of Agriculture. Administrative data are collected through traceability programs.
	Administrative data are available for registered production	2	Industry support for retaining this topic on the Census of Agriculture was demonstrated.
	Data not used because of infrequent collection	1	
	Topic is not relevant to data user so the data are rarely or never used	4	
1.31-Poultry - Egg Production (Step 26)	Data are used and address the needs and priorities of data users; retain the topic	20	Data uses were acknowledged and the topic was included in qualitative testing. Topics that tested well at this stage moved on to quantitative testing in May 2014 in the national Census of Agriculture Test.
	General support to retain the topic on the Census of Agriculture	7	
	Add a breakout for the types of hatching eggs sold	2	This topic is too detailed or uncommon for the Census of Agriculture. An attempt to collect further detail would result in increasing burden.
	Change the question to ask about the capacity of empty barns in case barns are empty on Census Day	1	Adding an additional column for capacity was considered; however, it was not tested due to space limitations on the questionnaire. Also, this suggestion would have increased response reporting burden.
	Add an organic category to egg production question	1	Adding an organic category to this topic is too detailed for the Census of Agriculture and would require a similar question for the other commodities. An organic category was not added to each commodity section due to space limitations on the questionnaire. Also, this suggestion would have increased response burden.
	Add a question to ask if the operation has quota	1	Questions about quota were not tested because administrative data are available.
	Ask for Premises Identification Number	1	Not all operations have a Premise Identification Number and some are not comfortable sharing this information on the Census of Agriculture. Administrative data are collected through traceability programs.
	Administrative data are available for registered production	3	Industry support for retaining this topic on the Census of Agriculture was demonstrated.
	Topic is not relevant to data user so the data are rarely or never used	5	

See end of table for notes.

Table 4 (concluded)
Modifications and comments by data users about existing topics on the Census of Agriculture

Topic (Step number in 2011 questionnaire)	**Submission received from data users**	**Number of comments submitted**	**Assessment of suggestion** - Does the suggested modification meet the criteria to be included in testing as outlined in the feedback and submission form? What were the results from testing?
1.32-Summerfallow (Step 13)	Data are used and address the needs and priorities of data users; retain the topic	23	Data uses were acknowledged and the topic was included in qualitative testing. Topics that tested well at this stage moved on to quantitative testing in May 2014 in the national Census of Agriculture Test.
	General support to retain the topic on the Census of Agriculture	8	
	Add an organic question	1	Adding an organic question to this topic is too detailed for the Census of Agriculture and would require similar questions to be asked for all land management practices. Additional questions were not added to all of the land management sections due to space limitations on the questionnaire. Also, this suggestion would have increased response burden.
	Topic is not relevant to data user so the data are rarely or never used	7	Industry support for retaining this topic on the Census of Agriculture was demonstrated.
1.33-Tillage and Seeding Practices (Step 15)	Data are used and address the needs and priorities of data users; retain the topic	36	Data uses were acknowledged and the topic was included in qualitative testing. Topics that tested well at this stage moved on to quantitative testing in May 2014 in the national Census of Agriculture Test.
	General support to retain the topic on the Census of Agriculture	8	
	Incorporate tillage into crop acreage questions to get information on total acreage of each crop that is tilled and type of tillage used	1	Additional columns were not added to the commodity sections due to space limitations on the questionnaire. An attempt to collect further detail for each crop would result in increasing burden.
	Topic is not relevant to data user so the data are rarely or never used	5	Industry support for retaining this topic on the Census of Agriculture was demonstrated.

The qualitative tests were: MP1 = Modular Phase 1 test; MP2 = Modular Phase 2 test; IT1 = Integrated Test for the paper questionnaire; IT2 = Integrated Test for the electronic questionnaire.

Table 5
New topics proposed by data users for the Census of Agriculture

Topic	Submission received from data users	Number of comments submitted	Qualitative tests completed	Assessment of topic - Does the topic meet the criteria to be included in testing as outlined in the feedback and submission form? What were the results from testing?
2.1-Agri-Tourism (Out of scope for the Census of Agriculture)	Add agri-tourism question	5	Not tested for 2016	These questions are not in scope for the Census of Agriculture, which covers primary agricultural activities. Agri-tourism was tested for 2011; however, the concepts were not universally understood or consistently defined across the country. Agri-tourism questions have been included in the Farm Financial Survey (3450).
2.2-Animal Welfare (Content of subjective nature and/ or difficult to measure objectively)	Add a question about animal welfare	2	Not tested for 2016	The concepts are not universally understood or consistently defined. Most of the proposed questions are open-ended and cannot be answered by either "Yes", "No", or a quantitative response. The response would be subjective, could not be validated and would not produce reliable and robust statistics.
	Ask for animal welfare changes to housing and cost of changes	1		
2.3-Census Date (Comments not related to content)	Change Census of Agriculture date to June 30	1	Focus group	The topic was included in the focus group discussions. Statistics Canada recognizes that mid-May is one of the busiest times of the year for many farmers. However, collecting the data at the same time as the Census of Population streamlines procedures and saves millions of dollars.
2.4-Direct Sales / Marketing (Content tested, modified and retained (in whole or parts))	Ask for details on direct sales and value-added processing	1	MP1, MP2, IT1, IT2	All suggestions were reviewed and researched. Depending on the results of the research, some were included in qualitative testing. Suggestions that tested well at this stage moved on to quantitative testing in May 2014 in the National Census Test. The marketing channel and the proportion of farm receipts that were direct sales were tested in MP1. The direct sale of agricultural products to consumers was tested in the direct sales question in MP2, IT1 and IT2 testing. Value-added questions are not in scope for the Census of Agriculture, which covers primary agricultural activities, however, for ease of reporting (and response burden reduction), a general question on value-added was included in qualitative testing. These questions for specific commodities in the direct sales step could not be added due to space limitations on the questionnaire. Also, this suggestion would have increased response burden. Marketing channels, intermediaries and range of distribution are not universally understood or consistently defined concepts. Due to space limitations on the questionnaire, the commodity sections cannot be expanded to include direct marketing. Direct sales to consumers' questions were also tested for 2011.
	Add a question about direct marketing	1		
	Add a question for direct marketing channels and sales	5		
	Add a question about marketing channels and value-added products	1		
	Add a question about direct marketing and commodity types direct marketed	1		
	Ask for percentage of poultry production that is direct marketed	1		
	Add a question about direct marketing channels	1		
	Add a question about marketing channels (e.g. collectives, direct marketing)	1		
	Add a question for direct marketing channels such as farmers' markets, on-farm stores, direct to restaurants, institutions or supermarkets	1		
	Add a question about selling locally or at Farmer's Market	1		
	Add a question about direct marketing to consumers and intermediaries	1		
	Add a section after each commodity for operator to report percentage of production that was sold through direct marketing	1		
	Add a question about the percent of meat sales that are direct sales	1	MP1, MP2, IT1, IT2	The proportion of farm receipts that were direct sales was tested in MP1. The direct sale of unprocessed agricultural products (including meat) to consumers was tested in the direct sales question in MP2, IT1 and IT2 testing.
2.5-Education (A national census would not be the best data collection instrument)	Ask for education level of operator	6	Not tested for 2016	Questions on the education level of operators were not incorporated into the questionnaire as they will be available on a cost-recovery basis from the Agriculture-National Household Survey linkage.
	Ask a question about education level and on-going training	1		

See end of table for notes.

Table 5 (continued)
New topics proposed by data users for the Census of Agriculture

Topic	Submission received from data users	Number of comments submitted	Qualitative tests completed	Assessment of topic - Does the topic meet the criteria to be included in testing as outlined in the feedback and submission form? What were the results from testing?
2.6-Entry and Exit Farms (Content difficult to understand and did not test well)	Add a breakdown of how many farms are transferred/ consolidated and how many are totally new	1	MP1	This question did not test well. There was variation in the interpretation and understanding of the terms ownership and transferred. Changes in ownership were tested; however the concepts of transfer, purchase, and consolidation were not consistently distinguished between existing and new operations. Since the concepts are not universally understood or consistently defined, the proposed questions cannot be answered by either "Yes", "No", or a quantitative response.
2.7-Environmental Practices (A national census would not be the best data collection instrument)	Add more questions on environmental practices	1	n.a.	Additional detailed questions on environmental practices could not be added to the Census of Agriculture because it would have taken up too much space on the questionnaire and it would have increased response burden. A national census would not be the best data collection instrument for detailed environmental practices. A post-census survey such as Statistics Canada's Agricultural Water Survey (5145) or the Farm Environmental Management Survey (FEMS, 5044) might be more appropriate to collect data for these questions. Most of the proposed questions are open-ended and cannot be answered by either "Yes", "No", or a quantitative response. The response would be subjective, could not be validated and would not produce reliable and robust statistics. Improvements made through an Environmental Farm Plan were tested for 2011, however, it was not received well as the topics were too regionally specific. The Farm Environmental Management Survey (FEMS, 5044) includes some questions about environmental practices. The Farm Financial Survey (3450) asks for the capital investments made for environmental protection improvements.
	Ask for information on investment in environmental initiatives	1	n.a.	
2.8-Ethnic Food Production (Scope too limited or narrow for a national census)	Ask for information on the production of ethnic food	1	Not tested for 2016	This scope of this topic is too narrow for the Census as relatively few farmers are involved in this. An attempt to collect such data would result in increasing burden for data that would not be publishable since data on crops that are not widely cultivated would likely be suppressed for confidentiality protection.
2.9-Farm Management (A national census would not be the best data collection instrument)	Ask for details on debts and liabilities of the operation	1	Not tested for 2016	Statistics Canada's Farm Financial Survey (3450) that is conducted every two years is a source of detailed debt data. This would be the preferred way to collect data since trained interviewers can assist in explaining concepts to respondents (unlike the Census of Agriculture which is self-enumerated). The FFS provides data on farm assets, liabilities, revenues, expenses, capital investments and capital sales, which are available by farm type, revenue class and province. The survey, Farm Debt Outstanding (3472), measures the total amount of mortgage and non-mortgage farm debt. Repeating these questions on the Census of Agriculture would significantly increase response burden.
	Add a question about the use of futures, options, forward contracting, and other hedging tools as risk management strategies	1		
	Add a question about business management (e.g. business management tools used; risk management practices; use of expertise; future business plans; information resources). Ask if there is a written business plan, a marketing plan, an Environmental Safety plan	1		

See end of table for notes.

Table 5 (continued)

New topics proposed by data users for the Census of Agriculture

Topic	Submission received from data users	Number of comments submitted	Qualitative tests completed	Assessment of topic - Does the topic meet the criteria to be included in testing as outlined in the feedback and submission form? What were the results from testing?
2.10-Finance - PIN (A national census would not be the best data collection instrument)	Ask for PIN (Participant Information Number) to use AgriInvest and AgriStability data (for federal programs)	1	IT2	This was tested as a separate module and did not test well. The PIN (Participant Information Number) was not universally understood or consistently defined due to regional differences in program names and was not applicable to all operators. This is considered a sensitive topic by some respondents.
2.11-GMO (Scope too limited or narrow for a national census)	Add questions about the use of genetically modified seeds and products	8	Not tested for 2016	Questions about genetically modified seeds and products would require that similar questions be asked for all commodities and these questions would be too detailed for the Census. The response could not be validated and would not produce reliable and robust statistics. The areas of corn for grain and soybeans planted with genetically modified seed are asked in the Field Crop Reporting Series of Surveys by the Agriculture Division. These data are available upon request for Quebec, Ontario and British Columbia.
2.12-GPS Data (A national census would not be the best data collection instrument)	Collect GPS coordinates for the main farm location	1	MP1	The availability of the data and the willingness of operators to provide the data were discussed during testing. The micro-data would be suppressed in order to protect confidential data. This question could be quite burdensome as not all operators have this information readily available. GPS coordinates of land parcels could be obtained from administrative data sources such as crop insurance programs.
2.13-Grain Storage (A national census would not be the best data collection instrument)	Add a question asking for grain storage capacity on the farm	1	Not tested for 2016	This topic was asked on March Farm Survey as special one-time only supplement in 2014. Grain stocks are asked three times per year (December, March and July) in Statistics Canada's Field Crop Reporting Series (3401) four times a year.
2.14-Injuries (A national census would not be the best data collection instrument)	Add a step on injuries	1	Not tested for 2016	Data available from Canadian Agricultural Injury Reporting (CAIR, www.cair-sbac.ca). Topic was tested for 2011.
2.15-Labour: Unpaid (Content of subjective nature and/ or difficult to measure objectively)	Add a section for unpaid labour and ask for the number of unpaid individuals and the hours worked	2	Not tested for 2016	Adding this topic to the questionnaire would increase respondent reporting burden since the information is not likely documented as it is not required for bookkeeping or tax purposes. Also, unpaid labour may not be consistently defined (for example, depending on the operating arrangements dividends instead of wages could be received, or alternative compensation arrangements such as payment in-kind and bartering exist). The response would be difficult to validate and would not produce reliable and robust statistics.
2.16-Marketing (Content of subjective nature and/ or difficult to measure objectively)	Add a question about geographic range of distribution	1	Not tested for 2016	Range of distribution and local market are not universally understood or consistently defined concepts. Also, respondents may not know the range of distribution if they sell through intermediaries. Most of the proposed questions are open-ended and cannot be answered by either "Yes", "No", or a quantitative response. The response would be subjective, could not be validated and would not produce reliable and robust statistics.
	Ask if products are for local or export markets	1		
	Add a question about marketing practices	1		
	Add questions relating to the type of marketing used	1		

See end of table for notes.

Table 5 (continued)

New topics proposed by data users for the Census of Agriculture

Topic	Submission received from data users	Number of comments submitted	Qualitative tests completed	Assessment of topic - Does the topic meet the criteria to be included in testing as outlined in the feedback and submission form? What were the results from testing?
2.17-Non-Agricultural Sources of On-Farm Income (Out of scope for the Census of Agriculture)	Add a question about non-agricultural activities on the farm (e.g. windmills, solar panels, etc) as a source of income	1	Not tested for 2016	These questions are not in scope for the Census of Agriculture, which covers primary agricultural activities. On farm energy production was tested for 2011 however very few farmers produce energy for their own use or for sale to the grid. The concepts were not universally understood or consistently defined and there was confusion about the activities being hosted on the farm or owned by the operation.
2.18-Product Processing (Out of scope for the Census of Agriculture)	Ask if the operation does on-farm processing	2	Not tested for 2016	Questions on product processing are not in scope for the Census of Agriculture, which covers primary agricultural activities. On-farm packaging/processing was tested for 2011 with mixed results as the concepts were not universally understood or consistently defined.
2.19-Questionnaire Design (Comments not related to content)	Design the on-line questionnaire so that it is accessible to those without high-speed Internet	1	IT2	The on-line questionnaire is designed for all those with Internet access according to Statistics Canada's current Electronic Standards and Design Specifications.
2.20-Succession Plan (Content tested, modified and retained (in whole or parts of proposed questions))	Ask if the farm operation has a succession plan	1	MP1, MP2, IT1, IT2	All suggestions were reviewed and researched. Depending on the results of the research, some were included in qualitative testing. Suggestions that tested well at this stage moved on to quantitative testing in May 2014 in the National Census Test.
	Ask if a person has been identified to take over the farm operation	7		
	Ask how the farm was acquired and possible exit intentions	2		
	Ask if planning to sell or transfer the operation in the next five years and if there is a planned successor	1		
	Ask for the intended changes to the farm operation	1		
	Ask about intentions to retire and the succession plan for the operation	1		
2.21-Technology (Content tested, modified and retained (in whole or parts of proposed questions))	Ask about types of technology used on the farm	1	MP1, MP2, IT1, IT2	All suggestions were reviewed and researched. Depending on the results of the research, some were included in qualitative testing. Suggestions that tested well at this stage moved on to quantitative testing in May 2014 in the National Census Test.
	Add a question asking for detailed computerized technologies on farm	1		
	Add a question asking for technologies used on farm for management, production and communications	1		
	Ask for milking system	1		
	Ask for area that is precision farmed	2		
	Ask for information resources and technologies used to manage the farm	1		
	Ask for information resources for farm management	2		
	Ask about type of Internet, mobile devices, and GPS	1		
	Ask about type of Internet, mobile devices, GPS, and social media	1		
	Ask about type of Internet, and other types of technology used	2		
	Ask for Internet use, method of connection and social media	1		
	Ask about type of Internet	1		

See end of table for notes.

Table 5 (concluded)
New topics proposed by data users for the Census of Agriculture

Topic	Submission received from data users	Number of comments submitted	Qualitative tests completed	**Assessment of topic** - Does the topic meet the criteria to be included in testing as outlined in the feedback and submission form? What were the results from testing?
2.22-Urban Farms (Scope too limited or narrow for a national census)	Add a question to identify urban farms	2	Not tested for 2016	An attempt to collect urban farm data would result in increasing burden for data that would not be publishable since the data on urban farms would likely be suppressed for confidentiality protection in many instances.
2.23-Waste	Ask for amount of plastic waste produced	1	Not tested for 2016	Questions on waste produced are not in scope for the Census of Agriculture, which covers primary agricultural activities. A post-census survey, such as Statistics Canada's Farm Environmental Management Survey (5044) might be more appropriate to collect data for questions about waste management practices.

The qualitative tests were: MP1 = Modular Phase 1 test; MP2 = Modular Phase 2 test; IT1 = Integrated Test for the paper questionnaire; IT2 = Integrated Test for the electronic questionnaire.

Appendix A – Other data sources identified on submission

The *Feedback and Submission Form* asked data users for changes, additional details or new topics that they would like to see in the 2016 CEAG. These suggestions along with an assessment for each suggestion are included in Table 4 and 5.

Data users were also asked to provide other data sources that address their data needs. The majority of data users indicated that no other data sources could address their data needs. When other data sources were identified, most did not fully meet the data requirements. There were some alternative data sources, however, that met the data needs of data users. The Canada Revenue Agency (CRA) was listed as a source for gross farm receipts and one data user indicated that there are publications that can be used to proxy equipment value for the question on the market value of farm equipment.

The other data sources mentioned by data users include Earth Observation (remote sensing), industry organizations, certifying bodies, supply management boards (quota systems), associations, marketing boards, consumer surveys, other surveys at Statistics Canada, special studies, provincial funding programs, extrapolations based on sales and crop insurance. Data users indicated limitations with these data sources including limited accuracy, lack of spatial resolution, lack of detail, small sample size, missing industry sectors and inaccessibility.

Some of the reasons that the CEAG was cited as the preferable data source are that the census provides a comprehensive, reliable, accurate and objective data source with historical comparability that has the coverage and timeliness that data users require.

Appendix B – List of consultation workshops

Consultation Workshops	Organization	Date (all in Fall of 2012)
Ottawa	Non-government agricultural organizations	October 2
Ottawa	AAFC	October 9
Ottawa	Other Federal Government departments	October 10
Winnipeg	Various users [1]	October 15
Moncton	Various users [1]	October 15
Regina	Various users [1]	October 16
Quebec City	Various users [1]	October 16
Victoria	Various users [1]	October 18
Guelph	Various users [1]	October 19
Edmonton	Various users [1]	October 19
Ottawa	Various divisions within Statistics Canada	October 24
Prince Edward Island	Various [1,2]	October 30
Nova Scotia	Various [1,2]	October 30

1. Includes data users from producer associations, farm organizations and advisory groups, provincial agricultural departments, or AAFC regional offices.
2. Workshop held through teleconference.

Appendix C – Feedback and submission form

2016 Census of Agriculture – Feedback and Submission Form

The *Statistics Act* requires that the content of the Census of Agriculture be approved through an Order in Council, which involves the development of a Memorandum to Cabinet, Cabinet review, legislative review by the Department of Justice, and publication of the questions in the Canada Gazette.

The main objectives of the Census of Agriculture include maintaining relevance, producing data of quality, providing comprehensive small area data, and ensuring historical comparability.

For Canada's Census of Agriculture to be useful and remain relevant, it must respond to the information needs of Canadians as they evolve along with the environment they live in. The Census of Agriculture thus consults data users and other interested persons, studies the viability and relevance of the content and tests any changes to determine feasibility in order that Cabinet has adequate information to make an informed decision. Your participation and input therefore plays a vital role in determining the future of the census program.

2011 Feedback

For the 2016 Census of Agriculture, the program must focus on improving efficiency and cost-effectiveness, as well as reducing respondent reporting burden. This, combined with the ongoing need to evaluate historical questions ensures that the questionnaire remains relevant, cost effective, and minimizes the response burden of the farming population.

With this in mind, please complete the following questions. Your input is essential to helping us assess and substantiate the value of the census questions in meeting the needs and priorities of your organization.

The following two questions relate to the 2011 Census of Agriculture questionnaire which can be viewed at:

http://www.statcan.gc.ca/ca-ra2011/201108/q11-eng.pdf (PDF version, 242kb)

1. Which existing question(s) in the 2011 census questionnaire do you use or intend to use? At what geographic level do you use the data? How do/will you use them? Do they address the needs or priorities of your organization and how?

2. Which existing question(s) in the 2011 census questionnaire would you never use? Why? What are your alternate data sources for these questions?

2016 Submission

Content changes must relate to the "Discussion Questionnaire" provided to you. You may use additional space if required, but **please answer all questions**.

Submissions must meet the following criteria while keeping in mind the need to improve efficiency and cost effectiveness and reduce respondent reporting burden:

- Is this topic of national interest?
- Are the data worthwhile at more detailed geographic levels than provincial or national?
- Will farmers easily understand the question?
- Can the question be answered — that is, do farmers have the information to answer the question?

- Will farmers be willing to answer it?
- Will there be a broad demand for the data the question will generate?
- Can the question be answered by either a "Yes", "No", or a quantitative response?
- Are there other data sources that address this need?

3. On the Discussion Questionnaire, what change, additional detail or new topic would you like to see on the 2016 Census of Agriculture?

4. Provide a brief explanation of why these data are required.

5. How would these data address the priorities or needs of your organization? What industry, program or policy issues are you attempting to address or answer through these data?

6. What is the required geographic level of the data? (e.g., national, provincial, federal electoral districts or smaller geographic units)

7. What would be the minimum reporting frequency required to make the data useful? (e.g., annual, quinquennial, or a one-time query)

8. Provide your suggestions for the wording of the question(s) you would like to see asked in the 2016 questionnaire.

9. What other data sources address this data need? What are the strengths or limitations of those data sources?

10. Are there any other data within your organization, which can provide the same information as the census, or when combined with census data would be useful for policy purposes? If yes, please list and provide details.

Thank you very much for your input. We will carefully consider each of your comments during the consultation process.

Finally, please note that the deadline for written submissions is October 31, 2012.

Submissions and feedback should be directed to:

2016 Submissions
Census of Agriculture, Agriculture Division
Statistics Canada
12-Jean Talon Building
170 Tunney's Pasture Driveway
Ottawa, ON K1A 0T6

E-mail: censusofagriculture@statcan.gc.ca
Telephone: 1-800-216-2299
Fax: 1-613-951-1680

Appendix D – Content evaluation grid

Issue/Topic: Rank:	5 (strong issue)	4	3	2	1 (weak)	0 (unspecified)	Rank*Score
Validation/Processing: Were there issues in validation? *(5 – yes there were issues that need to be addressed, 0 – none) SCORE 1*							
Salience/Intended Use: Strength of the intended use *(* *5 – critical to ongoing programs/policies, 0 – no use specified) SCORE 3*							
Prevalence/Demand: Were there a significant number of submissions for this? *(5 – many, 0 – none) SCORE 3*							
Willingness: Will farmers be willing and able to answer? (privacy, sensitivity) *(5 – yes they would be, 0 – no – it will cause issues) SCORE 3*							
International: Do other countries ask for this/show reasonable results? *(5 – many other countries ask this, 0 – no other countries do) SCORE 1*							
Difficulty: Is this a difficult topic for farmers? *(5 – not difficult at all, 0 – very difficult) SCORE 3*							
Past Testing: Does past testing show negative results? Are these negative results likely to be consistent over time? *(5 – past results not negative or may now show improved outcome, 0 – past results are negative and new testing is expected to yield consistently negative results) SCORE 1*							
Mandate: Is it within our mandate (CEAG, AgDiv, or STC)? *(5 – definitely, 0 – not at all) SCORE 3*							
Alternate Source: Are there (decent and proven) alternate sources? *(5 – none, 0 – very strong alternate source(s)) SCORE 3*							
Obsolete: Will this topic become obsolete quickly or is it a one-time need? *(5 – it has staying power for long-term trend analysis, 0 – risk being obsolete by the 2016 Census) SCORE 2*							
Historical: Does this change/issue compromise historical trends? *(5 – no, 0 – yes) SCORE 2*							
National Scope: Is this topic applicable across the country? *(5 – yes, 0 – no) SCORE 3*							
Geography: Are the data worthwhile at more detailed geographic levels than provincial or national? *(5 – yes, 0 – no) SCORE 3*							
						TOTAL:	

Appendix E – Test participation

Name of Test	Number of Locations	Number of Individual Interviews	Number of Focus Groups	Provinces Covered
Modular Phase 1	4	53	4 (1 per province)	Nova Scotia, Ontario, Manitoba, British Columbia
Modular Phase 2	3	35	3 (1 per province)	Prince Edward Island, Quebec, Saskatchewan
Integrated Test 1 (paper questionnaire)	6	70	n.a.	Newfoundland and Labrador, New Brunswick, Quebec, Ontario, Saskatchewan, Alberta
Integrated Test 2 (electronic questionnaire)	7	90	n.a.	Nova Scotia, New Brunswick, Quebec, Ontario, Manitoba, Alberta, British Columbia
National Census Test	n.a.	2,145[1]	n.a.	All provinces
TOTALS	**20**	**248**	**7**	All provinces

1. As of July 8, 2014.

Appendix F – Frequently asked questions

Q1: Why is the question I suggested not in the result table?

Your question may have been rephrased using different terminology because other similar questions were submitted.

Q2: Can I get more details on specific testing results for certain topics?

Yes, upon request, CEAG staff will be glad to discuss the testing results with you.

Q3: I submitted my data requirements for new questions for the 2016 Census of Agriculture questionnaire and I know that colleagues of mine made submissions for the same questions. Does the number of requests for a topic increase its chances of being included on the questionnaire?

Broad support is important and is taken into account when making the final decision on whether or not a topic will be covered on the questionnaire. However, a number of other factors determine what content will ultimately be included on the 2016 CEAG questionnaire. The selection process is described in detail in Section 4.2. Due to the objective to significantly reduce response burden, difficult decisions had to be made balancing valid submissions against competing space on a reduced size questionnaire (16 letter-sized pages).

Questions about specific topics could be discussed with CEAG staff.

Q4: Are data on my topic of interest available through sources other than the Census of Agriculture?

The Agriculture Division has a regular survey program that may contain data on your topic. New questions can sometimes be added to existing surveys on a cost-recovery basis. Administrative data can also sometimes meet data needs.

Q5: Many commodities have separate steps and questions while others are grouped into an "Other – Specify" category where producers have to write in the name of the commodity they are producing. What determines which commodities get a separate question and which are included in the "Other – Specify" category?

The frequency for which individual crops and livestock were reported in the previous census is studied at the Canada level. The results of this analysis determine which commodities receive a separate category on the questionnaire and which will continue to be included in the "Other - Specify" category.

Q6: Along with other users, I asked the Census of Agriculture to collect production data—that is, the quantities of agricultural products produced in the previous year such as the number of finished cattle or weaner pigs, tonnes of corn or kilolitres of maple syrup sold. How were these evaluated?

The CEAG asks for inventory data only, for example the number of animals and the area of each crop on Census Day. This provides a "snapshot" of the industry to establish comparisons over time.

For example, poultry production questions are asked so that poultry farms are not missed in the event there were no birds in the barns on Census Day (empty barns between production cycles).

Adding questions on production would increase response burden for most farmers. Statistics Canada uses sample surveys and administrative data sources to publish ongoing and timelier production data than would be possible from the CEAG. For more information on these surveys, please refer to Statistics Canada Web site:

http://www.statcan.gc.ca/eng/survey/subject-list

Q7: I, along with other users, suggested wording changes or additional instructions to the questionnaire. How were these evaluated?

All suggestions were reviewed and researched. Depending on the results, some were included in qualitative testing with respondents. The review process is explained in Section 4.2.

Q8: Users, including me, had asked for more detail in existing questions, for example, further breakdown of crop varieties (such as GMO crops versus conventional) or livestock (breaking down goats into dairy, meat and fibre for example). How were these evaluated?

All suggestions were reviewed and most were tested. However, more detailed questions do not always produce better data for several reasons.

1. Further breakdowns may be a challenge for producers to answer and may affect the quality of the resulting data. For example, the 2001 Census asked that lambs be broken down between market and replacement lambs. Issues with the 2001 CEAG demonstrated that the timing of the census, in May, meant that the CEAG was not an appropriate collection method as most sheep farmers had not yet decided how many female lambs to use for herd replacement at census time in May.
2. Testing some topics with farmers indicated that although they can supply further detail, they are not willing to do so because of the time and difficulty it would take to work out the answers. Often, providing extensive detail requires referring to financial or production records, increasing the time it takes to complete the questionnaire at an already busy time of year. This can affect both the quality of responses and the overall response rate for the CEAG.
3. Further breakdown is not necessarily better for commodities that are relatively rare. If there are not many producers reporting rare or uncommon commodities, the more the commodities are divided into exclusive categories and the fewer observations there will be in each category. Fewer observations increase the likelihood that suppressing a category will be required for confidentiality reasons. A further breakdown for goats is a good example; one question already requires considerable data suppression and additional detail would mean more suppression—and less useable data.

Q9: When will the 2016 Census of Agriculture questionnaire be available to the public?

Until the final questionnaire has been approved by Cabinet and published in the Canada Gazette (estimated for the spring of 2015), it remains a secret document and is not available to the public.

Tables 4 and 5 summarize the submissions for content change for the 2016 CEAG. For each submission, you will find the 2011 questionnaire step number to which it relates, the testing path it followed[16] and comments related to the criteria for not testing, testing results or alternative data sources.

16. The testing path began with the modular tests (phases 1 and 2), integrated tests for paper (IT1) and the electronic questionnaire (IT2).

Appendix G – Who to contact?

Who to Contact in Agriculture Division?			
Mailing Address	**Toll-free Number**		**Fax and Email Address**
Agriculture Division Statistics Canada 170 Tunney's Pasture Driveway 12th Floor, Jean Talon Bldg. Ottawa, Ontario K1A 0T6	The Statistical Information Service's toll-free number is available from 7:30 a.m. to 7:30 p.m. Eastern time. **1-800-263-1136**		**613-951-3868** Infostats@statcan.gc.ca
Senior Management			
Director	Jeffrey Smith	jeffrey.smith@statcan.gc.ca	613-951-6821
Assistant director	Sandrine Prasil	sandrine.prasil@statcan.gc.ca	613-951-0775
Census of Agriculture Section			
Fax			**613-951-1680**
Census, Chief of Subject Matter	Martin Beaulieu	martin.beaulieu@statcan.gc.ca	613-951-6357
Census, Chief of Operations	Paul Young	paul.young@statcan.gc.ca	613-951-6368
Census, Content Determination	Sandra Hanisch	sandra.hanisch@statcan.gc.ca	613-951-3638
User Services	Leon Laborde	leon.laborde@statcan.gc.ca	613-951-1090